

**B.Sc. FASHION MERCHANDIZING AND  
RETAIL MANAGEMENT (BSCFMRM)**

**Term-End Examination**

**December, 2012**

**BFW-010 : SALES MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 70*

*Note : All questions carry equal marks. Answer any seven questions.*

1. What is meant by personal selling ? Explain the various steps in personal selling process, giving suitable examples. 10
2. Enumerate the various sales promotional tools used by an organisation to boost the sales giving suitable examples. 10
3. Elucidate the importance of training program in an organisation. 10
4. "Motivated sales force is the winning sales force". Justify the above statement with the help of suitable examples. 10
5. Cine and staff organisations are most commonly used in modern industries. What are their advantages ? Explain with suitable examples. 10

6. Why do we use quotas in the management of sales force ? What factors should be considered while setting the sales quotas ? 10
7. Explain, giving examples the various steps which the management will keep in mind, while designing the sales compensation plan. 10
8. Explain the different types of sales meetings. Describe with suitable examples the various types of sales meetings. 10
9. What do you understand by sales management ? What are the duties and responsibilities of the sales manager ? 10
10. Write short notes on *any two* : 2x5=10
- (a) Sales Territories
  - (b) Job Analysis
  - (c) Sales department relation with purchase department.
-