

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

Term-End Examination

December, 2013

BFW-010 : SALES MANAGEMENT

Time : 3 hours

Maximum Marks : 70

Note : Attempt any seven questions.

All questions carry equal marks.

1. Explain the Relevance of Sales Meeting and sales contests for a Sales Person. **10**
2. Write Short Notes on the following : **5+5**
 - (a) Sales Quotas
 - (b) Sales territories.
3. Discuss the relation of sales department with various other departments. **10**
4. 'A Motivated sales force is a winning sales force'. Comment and justify with the help of suitable example. **10**
5. What is sales organisation ? What are the steps for setting up a sales organisation ? Explain in detail. **10**

6. Explain the sales Audit and its objectives. How far it is important to an organisation ? 10
7. Describe the performance evaluation. What are the steps of evaluating the performance of sales personnel ? 10
8. Explain the various methods of sales promotion. Suggest the sales promotion strategies for the following : 5+5
- (a) eatable products.
 - (b) electronic products.
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