

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

Term-End Examination

00225

December, 2014

BFW-010 : SALES MANAGEMENT

Time : 3 hours

Maximum Marks : 70

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

1. Discuss the scope of Sales Management in marketing organisation. 10
2. Explain the qualities of good sales personnel in the light of the changing role of the salesperson. 10
3. What is territory planning ? How does territory planning help a salesman in performing his duties optimally ? 10
4. Explain the parameters to monitor the performance of a salesperson. 10
5. What are the key functions of a Sales Manager ? Discuss with the help of an example of a fast food restaurant. 10
6. Why are sales volume quotas set ? And how ? Discuss the attributes of a good sales quota plan. 10

- 7.** What are the basic components of compensation package ? Explain with the help of a suitable example. *10*
- 8.** Write short notes on the following : *10*
- (a) Preparation of Sales Budget
 - (b) Sales Job Analysis
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