

00408

No. of Printed Pages : 2

BFW-010

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

Term-End Examination

December, 2015

BFW-010 : SALES MANAGEMENT

Time : 3 hours

Maximum Marks : 70

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

1. What is sales organisation ? Explain the steps for setting up a sales organisation in detail. 10
2. Why do we use quota in the management of sales ? Explain the different types of sales quotas. 10
3. Explain the different methods of salesforce compensation in detail. 10
4. What are the merits and demerits of line and staff sales organisation ? Also draw the line diagram. 10
5. Explain briefly the importance of job analysis. Write down the contents of the job description. 10

6. Discuss the importance of Sales training programme. State the various methods used by the organisation for providing training. 10
7. What are the implications of the promotional policies of an organisation in sales? 10
8. Write short notes on any *two* of the following : 5+5=10
- (a) Shock Approach
 - (b) Relationship Strategy
 - (c) Sales Contests
-