

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

Term-End Examination

00254

June, 2017

BFW-010 : SALES MANAGEMENT

Time : 3 hours

Maximum Marks : 70

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

1. “Quantitative measures of the performance of sales representatives are more likely to mislead than guide evaluation.” Do you agree with this statement ? Give reasons in support of your viewpoint. 10
2. What are the objectives of setting sales quotas ? Define different types of sales quotas. 10
3. What are the advantages of personal selling ? Briefly describe the seller oriented personal selling theories. 10
4. What is the meaning of sales related marketing policies ? Differentiate between Product policy and Distribution policy. 10

5. What do you understand by customer value ? Describe different types of customer values. 10
6. How is job description different from job specification ? Elaborate the general selection process of any organization. 10
7. What is motivation ? What impact does motivation have on a salesperson ? Explain Maslow's and XY theories of motivation. 10
8. (a) Explain the purpose of establishing a sales organization. 5
- (b) Explain functional and field sales organization. 5
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