

**B.Sc. RETAIL AND FASHION MERCHANDISE
(BSCRFM)**

Term-End Examination

June, 2017

00274

BFR-016 : SALES MANAGEMENT

Time : 3 hours

Maximum Marks : 70

Note : Attempt seven questions in all. Question no. 1 is compulsory. Each question carries equal marks.

1. Answer any **two** of the following : **2×5=10**
 - (a) Discuss the nature and scope of sales management in the past and present.
 - (b) Explain the functions of sales management.
 - (c) Describe the workload method of sales potential.
2. "Motivation is a continuous process that carries on as the expectation of salespersons keep changing from time to time." Discuss. **10**
3. What are the various methods of training a salesman ? **10**

4. What is the meaning and purpose of a sales organisation ? Distinguish between line, staff and functional organisations with respect to sales. 10
5. Write short notes on the following : $2 \times 5 = 10$
- (a) Selection Procedure 47500
- (b) Routing and Scheduling Sales Personnel
6. Why is performance evaluation of a salesperson important ? Describe the steps involved for evaluating and controlling salesforce performance. 10
7. Explain how you design a sales territory, highlighting the steps involved therein. 10
8. What is the meaning of sales related marketing policies ? Describe the product and pricing policy. 10
9. What are the advantages of personal selling ? Briefly describe the seller and buyer oriented theories of personal selling. 10
10. What do you mean by a sales meeting ? Explain the types of sales meetings. 10