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**BFW-010**

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

**Term-End Examination**

**June, 2015**

**BFW-010 : SALES MANAGEMENT**

00316

*Time : 3 hours*

*Maximum Marks : 70*

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

1. Explain the objectives and importance of each step in the selling process. 10
2. Describe the duties and responsibilities of a good sales manager. 10
3. Explain briefly the various strategies of sales promotion. Suggest the sales promotion strategies for
  - (a) Refrigerators,
  - (b) Detergents. 5+5=10
4. Discuss the relationship of Sales department with various other departments. 10
5. Explain the Sales Audit and its objectives in detail. 10

6. What is the importance of verbal and non-verbal communication in sales ? Explain in detail. 10
7. Explain the concept of Unique Selling Proposition (U.S.P.) with the help of suitable examples. 10
8. Write short notes on any *two* of the following : 5+5=10
- (a) Job Analysis
  - (b) Expense Quota
  - (c) Sales Territories
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