

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

Term-End Examination

December, 2011

BFW-010 : SALES MANAGEMENT

Time : 3 hours

Maximum Marks : 70

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

1. Define Personal selling ? Explain the various steps 2+8
in personal selling process.
2. Explain the various methods of sales promotion. 7+3
Suggest the sales promotion strategies for :
 - (a) Herbal shampoo.
 - (b) Holiday in a village resort.
 - (c) Micro - Wave.
3. What are the implications of the promotional 10 .
policies of an organisation in sales ?
4. How effective do you think that training program 5+5
is going to increase the motivational level of an
employee ? Explain the methods of role playing
and programmed learning of training.

5. 'Line and Staff' - organization is most commonly used term in modern industries. What are its advantages ? How does it differ from functional organisation ? Draw the diagrams of both. 4+3+3
6. Why do we use quotas in the management of sales force ? Explain the different types of sales Quotas. 4+6
7. "Compensation is the primary motivator for the sales person". Explain the various steps which the management should keep in mind while designing the sales compensation plan. 10
8. Explain different types of sales meetings. Describe the various steps in planning the sales meetings. 5+5
9. Define Sales Management. What are the duties and responsibilities of the sales manager. Explain the different problems faced by the sales manager. 2+5+3
10. Write a short note on *any two* : 5+5
- (a) Shock Approach
 - (b) Sales department relation with distribution
 - (c) Job Analysis
 - (d) Relationship strategy
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