

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

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December, 2016

BFW-010 : SALES MANAGEMENT

Time : 3 hours

Maximum Marks : 70

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

1. Discuss the relation of the sales department with various other departments. 10

2. What is a sales organisation ? What are the steps for setting up a sales organisation ? Explain in detail. 10

3. Explain the different types of sales meetings with the help of suitable examples. 10

4. Describe the various sales promotional tools used by an organisation to boost the sales, giving suitable examples. 10

5. Describe performance evaluation. What are the steps of evaluating the performance of sales personnel ? 10
 6. What inter-personal skills are needed in a sales professional ? Discuss with the help of specific example. 10
 7. Analyse the distinctive features of the various elements of promotional mix. Explain with the help of suitable examples. 10
 8. "Advertising is a social waste." Critically examine the statement with suitable examples. 10
 9. What is territory planning ? How does territory planning help a salesman in performing his duties optimally ? 10
 10. What are the basic components of compensation package ? Explain with the help of a suitable example. 10
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