

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

Term-End Examination

00431

December, 2017

BFW-010 : SALES MANAGEMENT

Time : 3 hours

Maximum Marks : 70

Note : Attempt *seven* questions in all. All questions carry equal marks.

1. Write short notes on the following : 5×2=10
 - (a) Routing
 - (b) Cross Selling
 - (c) National Sales Meeting
 - (d) Missionary Sales Person
 - (e) ACMEE

2. How is Sales different from Sales Management ?
Why is sales management considered to be an important function ? 10

3. What do you understand by Sales Organization ?
Discuss different types of sales organizations. 10

4. What is the relevance of personal selling ?
Describe the personal selling process. *10*

 5. What is the concept of Sales Territories ?
Describe the reasons and procedure for
establishing sales territories. *10*

 6. Why is performance evaluation of a
salesperson important ? Describe the steps
involved for evaluating and controlling sales
force performance in the retail industry. *10*

 7. What are the sources of recruitment ? Which
types of tests are conducted during the selection
process ? *10*

 8. (a) Explain reimbursement of sales expenses
policies. *5*

(b) Explain various sales training methods. *5*
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