

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

Term-End Examination

00801 December, 2017

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. Explain any *two* of the following : 2×5=10
 - (a) Sales expenses policies
 - (b) Selection of distributors
 - (c) Various sales training methods

2. How is job description different from job specification ? Elaborate the general selection procedure in any organization. 10

3. What is the relevance of personal selling ? Describe the personal selling process with the help of examples. 10

4. Write short notes on the following : 2×5=10
- (a) Cross Selling
 - (b) Missionary Salesperson
5. What do you understand by Sales Management ?
Outline the evolution of a sales department in detail. 10
6. What is the importance of recruitment for any organization ? Explain. 10
7. Explain the formats of sales contests with the help of examples. 10
8. Define sales quota. What are the objectives of setting sales quotas ? Explain. 10
9. Is Maslow's theory relevant in today's world ?
Compare and contrast Maslow's theory with Herzberg's theory. 10
10. "Compensation plans are aids to, rather than substitutes for effective motivation." Do you agree ? Explain different types of compensation plans. 10
-