

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

Term-End Examination

June, 2012

BFW-010 : SALES MANAGEMENT

Time : 3 Hours

Maximum Marks : 70

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

1. What is personal selling ? Outline steps involved in the selling process. **10**
2. Define sales management. What are the duties and responsibilities of the sales manager ? **10**
3. Explain in detail the relation between sales departments with other departments of the organisation. **10**
4. What are the different methods of sales-force compensation ? **10**
5. Discuss the importance of sales training program and state the various methods used by the organization for providing the training. **10**

6. Why do we use quotas in the management of sales force ? What problems does a manager face while fixing the sales quota ? **10**
7. What do you understand by sales meetings ? Explain different types of sales meetings, giving suitable examples. **10**
8. What is the importance of Job Analysis ? Write down the contents of the job description. **10**
9. Explain with suitable examples the different types of sales promotion tools used by the organisation to attract the customers. **10**
10. Write short notes on *any two* : **2x5=10**
- (a) Sales Territories
 - (b) Line Organisation
 - (c) Sources of Recruitment.
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