

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

Term-End Examination

June, 2013

BFW-010 : SALES MANAGEMENT

Time : 3 hours

Maximum Marks : 70

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

1. What inter-personal skills are needed in a sales professional ? Discuss with the help of specific examples. **10**
2. What is sales Job Analysis ? Briefly describe each of the sub heads in which it is being carried out. **10**
3. Explain the importance of verbal and non-verbal communication in an attempt to convert a suspect into prospect. **10**
4. What are the duties and responsibilities of a Sales Manager ? Explain in detail with the help of suitable examples. **10**
5. Analyse the distinctive features of the various elements of promotion mix - explain with examples. **10**

6. Explain the concept of Unique Selling Proposition (U.S.P.) with the help of appropriate examples. 10
 7. "Advertising is a social waste". "Critically examine this statement with suitable examples. 10
 8. What are the good qualities in a sales person ? Explain each in detail. 10
-