

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

Term-End Examination

June, 2014

00334

BFW-010 : SALES MANAGEMENT

Time : 3 hours

Maximum Marks : 70

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

1. "Salesmanship is a born characteristic; it cannot be developed." Comment and share your views on this statement. 10
2. Discuss the scope of Sales Management in a manufacturing concern. 10
3. Discuss the methods of compensation adopted for the Sales Personnel in sales. 10
4. What are the sales related pricing policies ? 10
5. Describe AIDAS theory of selling. 10
6. Examine the diversity of Personal Selling situations. 10

7. Discuss the relationship of Sales department with Marketing and Production department. 10
8. Write short notes on the following : 10
- (a) Sales Job Analysis
 - (b) Centralisation vs. Decentralisation in Sales organisation.
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