

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

**Term-End Examination**

**June, 2016**

00056

**BFW-010 : SALES MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 70*

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

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1. Explain the relevance of sales meetings and sales contests for a salesperson. 10
2. "A motivated sales force is a winning sales force." Justify the statement with the help of suitable examples. 10
3. Why do we use quotas in the management of sales force ? What factors should be considered while setting the sales quotas ? 10
4. What is meant by personal selling ? Explain the various steps in personal selling process giving suitable examples. 10

5. Elucidate the importance of training programmes in an organisation. 10
  6. Explain sales audit and its objectives. How far is it important to an organisation with regards to inventory ? 10
  7. Explain the various methods of sales promotion. Suggest the sales promotion strategies for the following : 10
    - (a) Eatable products
    - (b) Electronic products
  8. What is sales job analysis ? Briefly describe each of the sub-heads in which it is being carried out. 10
  9. Explain the concept of Unique Selling Proposition (USP) with the help of appropriate examples. 10
  10. Explain the parameters to monitor the performance of a salesperson. 10
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