

00124

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

Term-End Examination

June, 2011

BFW-010 : SALES MANAGEMENT

Time : 3 hours

Maximum Marks : 70

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

1. What do you understand by personal selling ? **2+8**
Outline objectives and importance of each step in selling process.

2. Explain in detail the relation between sales department with other departments of the organization. **10**

3. What are the merits and demerits of Line and Staff Sales Organization ? Draw line diagram of line and staff's sales organization. **7+3**

4. "To attract top - quality sales representative a company must develop an attractive compensation package." What are the different methods of sales - force compensation ? **10**

5. "Good salesmen are born not trained." Do you agree with the statement. Give reasons for your answer. 10
6. Why do we use quotas in the management of sales force ? What problems does a manager face while fixing the sales quota ? 4+6
7. What do you understand by sales contest ? Describe the characteristics of a good sales contest and what are the objections to sales contests ? 2+4+4
8. Explain 'Sales personnel turnover'. How can it be controlled ? 10
9. What factors should management keep in mind while assigning territories to the sales persons ? 10
10. What are the various qualitative and quantitative standards used by sales management to evaluate the sales persons ? 10
11. Define Sales Management. Describe the duties and responsibilities of a good sales Manager. Explain any two sale strategies. 2+4+4

12. Write short note on *any two* :

5+5

- (a) Expense Quota
 - (b) External Sources of Recruitment
 - (c) Job Description
 - (d) Shock Approach
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