

**Paper Code : 21223**

**F-223**

**B. B. A. (Fourth Semester)**

**EXAMINATION, 2017**

**(New Course)**

**Paper No. BBA—(N)—404**

**SALES MANAGEMENT**

**Time : Three Hours ]**

**[ Maximum Marks : 70**

**Note : Attempt five questions in all selecting one question each Unit. All questions carry equal marks.**

**Unit—I**

1. Trace the evolution of sales function in an organization.
2. What are important sales management positions ? Discuss their role, functions and their relation with other executives.

**Unit—II**

3. What is the purpose of setting up a sales organization structure ? Discuss the features of various types of sales organizations known to you.
4. Explain how sales department coordinates with distribution network.

**Unit—III**

5. Define salesmanship and discuss the *three* major steps involved in selling sequence.
6. Define showmanship and discuss the important features and organising methods of display, showroom and trade fairs.

**Unit—IV**

7. What are the different types of marketing channels ? Discuss the factors affecting choice of channel.
8. What do you understand by physical distribution system ? Discuss the *four* components of the system.

**Unit—V**

9. Explain how sales training can be imparted on-the-job and off-the-job.
10. Write an explanatory note on salesman compensation plan covering all the aspects.

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