

Paper Code : 21223

F-223

B. B. A. (Fourth Semester)

EXAMINATION, 2019

(New Course)

Paper No. BBA-N-404

SALES MANAGEMENT

Time : Three Hours]

[Maximum Marks : 70

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

1. What do you understand by sales management ? Explain.
2. Discuss the responsibilities of a Sales Executive.
3. What is sales organization ? Explain various types of sales organizations.
4. What is 'Salesmanship' ? Explain the qualities of a good salesman.
5. "Personal selling is supposed to be the best among other ways." Comment. Also discuss any *one* most important theory of personal selling.
6. What do you mean by 'Prospecting', pre-approach and post-approach ? Explain.

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7. Explain the following ways of promoting sales :

- (i) Displays
- (ii) Exclusive showrooms
- (iii) Exhibition
- (iv) Contests

8. Explain the concept of "Distribution". What are the important steps to manage distribution system ?

9. What is intermediary ? Explain role of intermediaries in the distribution and sales management.

10. How would you organise a Sales-Training Programme for Pharma Segment ?

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