

2021

BUSINESS ADMINISTRATION — HONOURS

**Fourteenth Paper
(Marketing Group)
(Sales Management)**

Full Marks : 100

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

Answer *any five* questions.

1. 'Companies give more importance for training of Sales Force'. Elaborate the statement. 20
2. Write Sales Process and explain the various steps involved in the process. 20
3. What is sales forecasting? And what are various methods of sales forecasting? 20
4. What do you understand by the term 'Sales Force'? Why is controlling and motivation essential for Sales Force? 20
5. Mention Importance of personal selling. Explain personal selling strategy. 20
6. What do you mean by sales management? Explain the functions of sales manager. 20
7. Suggest criteria for selecting salesman for the consumer products division of a Company. 20
8. Why is motivation of Sales Force more important than for employees in any other sphere of activity? 20
9. How does a sales manager design a sales territory and what are the different shapes of territory design? —Discuss. 20

Please Turn Over

ABB(III)-Bus. Admn.-H-14(M.M.gr.)

(2)

10. Write short notes of (*any two*):

10×2

- (a) Sales Force evaluation and criterion
 - (b) Qualities of Salesman
 - (c) Buyer-Seller Dyad
 - (d) Job description.
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