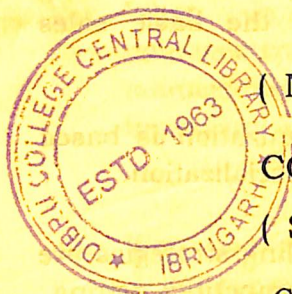


Total No. of Printed Pages—7

5 SEM TDC SMGT/PRSL 3 (Sp) (N/O)



2017

(November)

COMMERCE

(Speciality)

Course : 503

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

(New Course)

(Sales Management)

Full Marks : 80

Pass Marks : 24

1. Write True or False :

1×8=8

- (a) Ensuring growth is a prime objective of sales management.
- (b) Sales department shapes the overall performance of an organization.
- (c) Planning is the responsibility of top management and sales department has no role to play.

(2)

- (d) Training content in sales training mainly comprises of the basic sales technique.
- (e) Functional sales organization is based on the principle of specialization.
- (f) Different personal selling strategies are required in different competitive setting.
- (g) Pre-approach is the first step in the selling process.
- (h) Promotional pricing policy has no implications on sales function of an organization.
2. Write short notes on any *four* of the following : $4 \times 4 = 16$
- (a) Sales personality
- (b) Recruitment
- (c) Importance of follow-up
- (d) Promotion mix
- (e) Approach

(3)

3. (a) What do you mean by sales management? Explain why sales management is considered as an important function. $4+10=14$

Or

- (b) What are the basic concepts of sales organization? What are the factors to be taken into consideration for developing a sales organization? Explain briefly. $4+10=14$
4. (a) What are the major stages in the sales-force staffing process? Which activity is considered as most difficult by sales manager and why? $10+4=14$

Or

- (b) Describe briefly the steps involved in designing and executing a sales training programme. What is refresher training? $10+4=14$
5. (a) Define personal selling. Discuss its importance. $4+10=14$

Or

- (b) "Personal selling is a challenging but rewarding professional career." Discuss this statement. 14

6. (a) "Sales promotions bridge the gap left by the salesmanship and advertising." Discuss.

14

Or

- (b) What are the factors that influence the choice of a channel? State the impact of online shopping.

10+4=14