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**[5262]-506**

**B.B.A. (Fifth Semester) EXAMINATION, 2017**

**505B : SALES MANAGEMENT**

**Special Paper I**

**(2013 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 80**

**N.B. :—** (i) All questions are compulsory.

(ii) Figures to the right indicate full marks.

- 1.** Define the term Sales Management. Explain the role of Sales Management in Marketing. [15]

*Or*

Define the term Sales Organization. Explain the functions and responsibilities of Sales Manager.

- 2.** Explain Recent Trends in Sales Management in detail. [15]

*Or*

Define Sales Training. Explain Importance and Areas of Sales Training.

- 3.** What is Sales Planning ? Explain Qualitative and Quantitative Sales Planning. [15]

*Or*

Define Personal Selling. Explain in detail characteristics of a successful salesman.

**P.T.O.**

4. Explain principles for building successful sales organization in detail. [15]

*Or*

Define sales motivation. Explain motivation and productivity of sales force.

5. Write short notes on (any *four*) : [20]

- (a) Sales Personnel
- (b) Customers and Technology
- (c) Performance Measurement
- (d) Types of Sales Calls
- (e) Sales Quotas
- (f) Market Trend Knowledge.