

Total No. of Questions—6]

[Total No. of Printed Pages—2

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[4967]-5006

B.B.A. (Fifth Semester) EXAMINATION, 2016

MARKETING SALES MANAGEMENT

(Specialization—I)

(2013 PATTERN)

Time : Three Hours

Maximum Marks : 80

N.B. :— (i) Solve any *five* questions.

(ii) Figures to the right indicate full marks.

(iii) Illustrate with examples.

1. What is Sales Management ? Explain the scope and objectives of Sales Management. [16]
2. Explain Sales Forecasting. What are the different methods of sales forecasting ? [16]
3. What is a Sales Organisation ? Explain the different types of sales organisations. [16]
4. Discuss the importance of Sales Training. What are the different methods of sales training ? [16]
5. What do you mean by Personal Selling ? What are the skills required to be an effective salesman ? [16]

P.T.O.

6. Write short notes on any *four* :

[4×4=16]

- (a) Sales Contest
- (b) Loyalty programs
- (c) Causes of Customer Defection
- (d) Value Added Selling
- (e) Sales Meeting.