

2015

( 2nd Semester )

COMMERCE

( Honours )

Paper : BCSM-02

( Sales Management )

*Full Marks : 70*

*Pass Marks : 45%*

*Time : 3 hours*

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

1. (a) What do you mean by sales quota? How is sales quota fixed? 4+10=14

*Or*

- (b) What are the requisites of a good package? Give a brief account of recent trends in packaging. 9+5=14

2. (a) Discuss the importance of distribution channel in sales management of a company. What type of channel will you choose to distribute mustard oil to a wide market? Justify. 9+5=14

Or

- (b) Define retailer. Explain the various services rendered by a retailer to wholesaler. 4+10=14

3. (a) How is sales force selected? State the factors which should be kept in mind while selecting the right man. 9+5=14

Or

- (b) Discuss the functions and responsibilities of a sales manager. How can a sales manager motivate his sales force? 10+4=14

4. (a) What are the various steps necessary to launch a new product? Explain. 14

Or

- (b) Distinguish between sales promotion and advertising. Mention some of the factors that affect promotional activities. 8+6=14

5. (a) How can you evaluate the performance of sales force? What is sales audit? 10+4=14

Or

- (b) What is meant by sales reporting? Explain any two kinds of sales reports. 4+5+5=14

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