

2016

(2nd Semester)

COMMERCE

(Honours)

Paper No. : 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 planning?
State the objects and formulation of
sales policies. 4+(5+5)=14

Or

- (b) What is sales forecasting? Discuss the
distribution policies and price policies. 4+(5+5)=14

2. (a) Discuss various types of channel of
distribution. To distribute 'All Clear'
shampoo, which channel will be more
suitable? 9+5=14

Or

(b) Who is a wholesaler? What are the services rendered by the wholesalers to retailers and manufacturers? $4+(5+5)=14$

3. (a) What is sales organization? Explain different methods of remunerating sales personnel. $4+10=14$

Or

(b) Distinguish between the following : $7+7=14$

(i) Recruitment and selection

(ii) Training and supervision of sales force

4. (a) What is consumer sales promotion scheme? Distinguish between personal selling and advertising. $6+8=14$

Or

(b) Discuss various factors which affect promotional activities. 14

5. (a) Explain the objectives of sales report. What is progress and expense report? $6+8=14$

Or

(b) What do you mean by sales analysis and marketing analysis? State the importance of performance evaluation of sales force. $(4+4)+6=14$
