

2017

(2nd Semester)

COMMERCE

(Honours)

Paper No. : BCM-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 policies?
State its importance and objectives.

4+5+5=14

Or

- (b) What is branding? Explain the branding
strategies followed by corporate-houses.
Explain the importance of trademark for
the commercialization and growth of the
industry.

2+8+4=14

2. (a) What is retailing? Discuss the importance of retailing. State and explain the various types of retailers. 2+6+6=14

Or

- (b) What is marketing middleman? Discuss the functions and types of marketing middleman. 2+6+6=14

3. (a) Who is a sales manager? Discuss the various responsibilities of sales manager. 5+9=14

Or

- (b) State and explain the principal method of remunerating salesman. Which method is fair and adequate to secure good business? 10+4=14

4. (a) Explain the meaning and functions of sales promotion. Discuss the various types of salesman. 2+6+6=14

Or

- (b) Discuss the various types of retail store sales promotion schemes. Explain the preparation of quotation invoice. 8+6=14

5. (a) Differentiate between sales analysis and marketing analysis. What are the measures taken to control sales? 7+7=14

Or

- (b) State and explain the types of salesmen's report. Discuss its utility. 10+4=14
