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(2nd Semester)

COMMERCE

(Honours)

Paper : 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 quota? How is sales quota fixed? 4+10=14

   Or

   (b) What do you mean by sales policies? Discuss the packaging and distribution policies. 4+5+5=14

2. (a) Discuss the importance of distribution channel. Explain some of the different channels of distribution. 8+6=14

Or

(b) What are the functions of marketing middlemen? Differentiate between wholesaler and retailer. 6+8=14

3. (a) What is sales force management? How does an organization manage its sales force effectively and efficiently? 4+10=14

Or

(b) Who is a sales manager? Discuss the functions and responsibilities of a sales manager. 2+12=14

4. (a) Explain sales promotion and salesmanship. 7+7=14

Or

(b) Explain consumer sales promotion schemes and retail store sales promotion schemes. 7+7=14

5. (a) What is sales reporting? State and explain the types of sales report. 2+12=14

Or

(b) Explain sales control and sales audit. 7+7=14

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