

**SEMESTER EXAMINATION-2021**  
**CLASS – MBA III<sup>RD</sup> SEMESTER**  
**SUBJECT- SALES MANAGEMENT**  
**PAPER CODE: MBA-E301**

**Time: 3 hour**

**Max. Marks: 70**

**Min. Pass: 40%**

**Note:** Question Paper is divided into two sections: **A and B**. Attempt both the sections as per given instructions.

**SECTION-A (SHORT ANSWER TYPE QUESTIONS)**

**Instructions:** Answer any five questions in about 150 words each. Each question carries six marks. (5 X 6 = 30 Marks)

Question-1: Define the objectives of recruitment and selection of sales personnel.

Question-2: Write a short note about sales budget.

Question-3: Explain about the formulation of sales strategy.

Question-4: Define the Impact of online shopping.

Question-5: Discuss different situations where role of personal selling is vital.

Question-6: Elaborate the important sources of recruitment.

Question-7: How to improve sales-force's productivity. Explain.

Question-8: Discuss the importance of compensation plan for sales personnel.

Question-9: What do you understand by sales territory?

Question-10: What is the need and significance of sales force supervision?

**SECTION-B (LONG ANSWER TYPE QUESTIONS)**

**Instructions:** Answer any FOUR questions in detail. Each question carries 10 marks. (4 X 10 = 40 Marks)

Question-11: Define the personal selling? Also explain the process of personal selling?

Question-12: Define the term selection? How would you explain the selection process?

Question-13: What is Incentive? Define the types of Incentives?

Question-14: Explain how Sales Management becomes an integral Part of Marketing Management and why it occupies an important role in success of an organization?

Question-15: What is Sales forecasting and what are various methods of Sales forecasting?

Question-16: "Companies give more importance for training of Sales Force". Elaborate the statement.

Question-17: "Compensating Sales Persons is different from employees of other departments in the organization". Explain the reasons as per statement and also write various methods of Compensation.

Question-18: Elaborate the importance of motivation for sales force and discuss in brief the important tools of motivation.