

Advertising Sales Promotion and Sales Management
Paper – V: Management of the Sales Force
(In all mediums)

Time allowed: 3 Hours

Max. Marks: 100

NOTE: Attempt five questions in all, including Question No. I (Unit-I) which is compulsory and selecting two questions each from Unit II - III.

x-x-x

UNIT – I

I. Attempt any four of the following:-

- a) Discuss the qualities of good salesman.
- b) Distinguish recruitment and selection.
- c) Explain the importance of direction in sales force management.
- d) Explain the significance of an attractive compensation plan.
- e) What are the guidelines to make appraisal of sales people effective?
- f) Write a short notes on sales and cost analysis. (4x5)

UNIT – II

- II. Define sales force. Describe the major activities of sales force. (20)
- III. What do you mean by sales force management? Explain different sources of sales force recruitment. (20)
- IV. What are different methods of training? Discuss the on the job methods of training? (20)
- V. What are different types of motivation? Discuss the modern practices of motivating sales force in some of the good companies. (20)

UNIT – III

- VI. Discuss the different methods of compensation of sales people. Also state the steps in designing a compensation plan. (20)
- VII. a) Describe the process of sales force performance appraisal.
b) Evaluate the importance of performance appraisal in an industrial organization. (2x10)
- VIII. What do you understand by sales territory? Explain the different factors determining the size of sales territories. (20)
- IX. Explain the nature and importance of sales quotas. How does it motivate the sales force? (20)

x-x-x

(Hindi and Punjabi versions enclosed)

P.T.O.

