

1128

B.A./B.Sc. (General) Fifth Semester
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) Why is it important to have sales territories?
- b) Define sales quota
- c) Write a note on internal sources of recruitment.
- d) Why is it important to have a motivated sales force?
- e) Explain sales audit
- f) Discuss with examples how you would organize the sales dept. based on product. (4x5)

UNIT – II

- II. What do you mean by sales force? What are the different functions that the sales force is required to perform? (20)
- III. Who is a sales manager? What are the different functions that the sales manager is required to perform? (20)
- IV. Define selection. What are the steps involved in the selection of an efficient sales force? (20)
- V. Define recruitment. Critically evaluate the different sources of recruitment. (20)

UNIT – III

- VI. Write short notes on:-
 - a) Straight salary plan
 - b) Job rotation
 - c) Advantages of sales territories
 - d) Cost-plus pricing (4x5)
- VII. Define performance appraisal. How can it be made successful? (20)
- VIII. Critically evaluate the different methods of sales cost analysis. (20)
- IX. Define sales territory. What is the procedure used to allocate and re-allocate sales territories? (20)

x-x-x

(Hindi and Punjabi versions enclosed)

P.T.O.