

1127

B.A./B.Sc.(General)-5th Semester**Advertising, Sales Promotion & 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.

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UNIT - II. Attempt any four of the following: -

- (a) Discuss the nature and roles of Sales Force Management.
- (b) Discuss the Sales Force Management and various objectives of Sales Force Management.
- (c) What is customer relationship management? Discuss its need.
- (d) What do you mean by sales plan? What are the factors to be considered while preparing a sales plan?
- (e) What is sales and cost analysis?
- (f) What should be the qualities of good salesman? Discuss briefly. (4×5)

UNIT - II

- II. Discuss motivations, its nature and importance. Also discuss any four important theories of motivation. (20)
- III. What is Sales Training Process? Briefly explain the methods of training. (20)
- IV. Discuss recruitment and selection. State and briefly, explain sources of recruitment. (20)
- V. "The job of Sales Manager is very challenging." Agree or disagree, support your answer. (20)

UNIT - III

- VI. Discuss the process of developing a sales organization. What are the factors which affect the size of sales organization? (20)
- VII. Examine the role of incentive systems for keeping up the motivational levels in the employees. (20)
- VIII. What is performance appraisal? Discuss various techniques of performance appraisal along with their merits and limitations. (20)
- IX. What do you mean by sales quota? What are the objectives? Explain the principle to be followed while setting the sales quota? (20)

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(Hindi/Punjabi versions enclosed)

P.T.O.