

1126

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 which is compulsory and selecting two questions from each Unit.

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I. Answer any four of the following:

- a) What is training? Discuss the objectives of training.
- b) What are the objectives of motivation?
- c) What are the functions of sales manager?
- d) What do you understand by sales Quota? Discuss its importance?
- e) What are the characteristics of a good compensation plan?
- f) What do you understand by product wise organization of sales department? When would a company go for product wise organization of sales department? (4x5)

UNIT – I

- II. What is recruitment? Discuss its characteristics and sources? (20)
- III. Explain the process of direction. What are the techniques of direction? (20)
- IV. Explain the process of training. Briefly discuss the importance and limitations of training programmes. (20)
- V. What is the process of motivation? Discuss its importance and objectives. (20)

UNIT – II

- VI. What do you understand by performance appraisal? Discuss the objectives and process of performance appraisal? (20)
- VII. What are the objectives of compensation plans? Discuss the steps involved in designing a compensation plan? (20)
- VIII. What do you understand by sales territories? Discuss the factors, affecting the allocation of sales territories. What are its advantages? (20)
- IX. What is sales and cost analysis? What are the uses of sales and cost analysis. (20)

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(Hindi and Punjabi versions enclosed)

P.T.O.