



**NAVVRACHANA  
UNIVERSITY**

a UGC recognized University

**School:** School of Business and Law

**Program/s:** BBA

**Year:** 3rd **Semester:** 5th

**Examination:** End Semester Examination

**Examination year:** December - 2021

**Course Code:** MG320

**Course Name:** Sales Management

**Date:** 03/12/2021

**Time:** 02:30 PM to 04:30PM

**Total Marks:** 40.

**Total Pages:** 2

**Instructions:**

- Write each answer on a new page.
- This paper contains 5 questions, 10 marks each.
- Q.1 is compulsory. Attempt all the parts
- From Q.2-Q.5 attempt any 3 questions. Attempt all the parts of question chosen.
- The marks assigned to questions are shown at the end of each question.
- \*COs=Course Outcome mapping. # BTL=Bloom's Taxonomy Level mapping

| Q. No. | Details   | Marks | COs*          | BTL#          |
|--------|---|-------|---------------|---------------|
| Q.1    | Answer Briefly:   | 2*5   |               |               |
|        | a. "Sales Management is a part of Marketing function". Explain this statement.  | 2     |               |               |
|        | b. What is the objective of preparing sales quota?  | 2     |               |               |
|        | c. What are the key qualities of an effective salesperson?  | 2     | CO1           | BT1, BT2      |
|        | d. What are the attributes of a good sales quota plan?  | 2     |               |               |
|        | e. What is routing and scheduling of Sales force?   | 2     |               |               |
| Q.2    | a. What is 'Sales Forecasting'? Explain its importance. Also explain various methods of 'Sales Forecasting'.  | 5     |               |               |
|        | b. Briefly discuss the importance of preparing Sales Budget.  | 5     | CO1, CO2      | BT1, BT2, BT4 |
| Q.3    | a. "Compensating Salesperson is different from employees of other departments in the organization". Explain the reasons as per statement and write various methods of Compensation. | 5     |               |               |
|        | b. Why do companies spend heavily on sales-force training? Which type of training is given to sales representatives?  | 5     | CO1, CO2, CO4 | BT1, BT2, BT4 |

|            |   |                                 |                              |                                      |
|------------|---|---------------------------------|------------------------------|--------------------------------------|
| <b>Q.4</b> | <p>a. What are the challenges of personal selling? In the era of new promotional tools, explain the scope of personal selling with suitable examples.</p> <p>b. What is the need of designing sales territory? Discuss the criteria for dividing sales territory.</p> | <p><b>5</b></p> <p><b>5</b></p> | <p>CO1,<br/>CO2,<br/>CO4</p> | <p>BT2,<br/>BT3,<br/>BT4</p>         |
| <b>Q.5</b> | <p>a. Describe the principals of effective presentation.</p> <p>b. How would you plan your sales presentation if you were a salesperson responsible for selling personal computers to individual consumers?</p>   | <b>10</b>                       | <p>CO1,<br/>CO2</p>          | <p>BT1,<br/>BT2,<br/>BT5<br/>BT6</p> |

\*\*\*\*\*End of Question Paper\*\*\*\*\*