

DL-19

Your Roll No.....

**BACHELOR OF BUSINESS  
ADMINISTRATION III YEAR  
EXAMINATION, 2010**

**Paper — BBAD-503**

**SALES MANAGEMENT**

*Time : 2½ Hours*

*Maximum Marks : 70*

*(Write your Roll No. at the top immediately  
on receipt of this question paper.)*

*Answer ALL questions of Section A, any SIX questions  
of Section B and any THREE questions of Section C.*

**SECTION - A** (1 × 10 = 10)

Fill in the blanks :

1. \_\_\_\_\_ theory is also called 'situation-response' theory.
2. The motivation theory of 'Hierarchy of needs' is given by \_\_\_\_\_ .
3. \_\_\_\_\_ is the prediction of sales that are expected in a specific future period of time.

P.T.O.

4. A \_\_\_\_\_ is a financial plan depicting how resources should best be allocated to achieve the forecasted sales.
5. CAVEAT EMPTOR means \_\_\_\_\_ .
6. A channel of distribution is group of individuals and organizations that directs the flow of \_\_\_\_\_ from producers to consumers.
7. Straight salary plan is the simplest \_\_\_\_\_ plan.
8. An \_\_\_\_\_ is a brief history sheet of employees background and can be useful for future reference.
9. Dyad is situation when two people \_\_\_\_\_ .
10. \_\_\_\_\_ method says that we can increase the size of the sales force till the incremental revenue exceeds incremental costs.

**SECTION - B**      (5 × 6 = 30)

11. What are the steps in formulating sales strategy ?
12. What is the importance of fringe benefit ?
13. What are the basic contents of sales report ?
14. Why are sales forecast important for the company ?

15. What are the various methods of sales control ?
16. What are the various types of retailers ?
17. What are the factors influencing ethics in sales ?
18. How does Maslow's Theory of Motivation helps in Motivating the sales force ?

**SECTION - C**      (3 × 10 = 30)

19. What are the various types of compensation plans ? Discuss their advantages and disadvantages.
20. The selection of salesman varies from company to company, from product to product and from market to market. Explain with the help of example.
21. What is Sales Promotion ? Discuss the materials used in sales promotion.
22. How does the selling theories influence the buyer decision process ? Explain with reference to AIDAS theory.
23. Describe, with example, the incremental method and the workload method of determining the size of sales force.