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(2nd Semester)

COMMERCE

(Honours)

Paper No. : BCM-02

(**Sales Management**)

Full Marks : 70

Pass Marks : 45%

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

1. (a) What is sales planning? Explain sales
planning process. 4+10=14

Or

- (b) What is sales forecasting? State its
objectives and methods. 4+5+5=14

(2)

2. (a) What are channels of distribution? Discuss the factors affecting in selection of distribution channel. $4+10=14$

Or

- (b) Explain various types of wholesaler. Discuss the services rendered by the wholesalers. $7+7=14$

3. (a) What is recruitment? Explain the internal and external sources of recruitment of salesman. $4+10=14$

Or

- (b) What is selection? Discuss various steps in selection process. $4+10=14$

4. (a) Distinguish between the following : $7+7=14$

- (i) Sales promotion vs. Advertising
(ii) Salesmanship vs. Communication process

Or

- (b) What is called as new product? What points are taken into consideration for the introduction of a new product? $4+10=14$

(3)

5. (a) What is meant by sales reporting?
Explain its purpose and utility. 14

Or

- (b) How can you evaluate the performance
of salesforce? What is sales audit?
10+4=14

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