

ARYAN COLLEGE
5 YEARS SCANNER BBA-III SALES & SALESMANSHIP

Unit-I- Sales Management: An Overview, Theories of Selling.

1. Describe the behavioural & selling related qualities of a Sales Manager. (2017)
2. Write short notes on the following: (2017)
 - a) Sales Offices
 - b) Consumer relations
 - c) Sales branch
 - d) Product knowledge
3. a) Define 'Sales Management'. Explain its functions. (2016)
b) What are the bases of Departmentalisation of Sales Organisation? Describe merits and demerits of each of them.
4. a) Narrate the characteristics of line and staff sales organisation. (2016)
b) Describe the duties and responsibilities of sales manager.

Unit-II- Sales Planning, Sales Quota, Management of Sales personnel, Controlling of Sales force, Sales Audit.

1. What do you mean by "Sales Forecasting"? Discuss the various steps involved in "Sales forecasting". (2017)
2. Write notes on the following: (2017)
 - a) Sales Quota
 - b) Budget Quota
 - c) Combination Quota
 - d) Activity Quota
3. Write notes on the following: (2016)
 - a. Sales Budget
 - b. Sales Audit
 - c. Sales Forecasting
 - d. Sales Meeting
4. Write notes on the following: (2016)
 - a. Sales Force Control Process
 - b. Methods of motivating sales territories.
 - c. Procedure for establishing sales territories.

Unit-III- Sales Process, Buyer Dissonance, Salesmanship, Sales policies.

1. What do you mean by Recruitment of Salesmen? Explain the process of recruitment of salesmen. (2017)
2. Write notes on the following: (2017)
 - a) Prospecting
 - b) Sales Presentation
 - c) Effective Speaking
 - d) Plant Selling Approach
3. Write notes on the following: (2017)
 - a) Interest Test
 - b) Attitude Test
 - c) Group Interview
 - d) Placement
4. a) What do you mean by Buying Motives? Explain their importance in salesmanship. (2016)
b) Write notes on:
 1. Acquired or Inherent Buying Motives
 2. Product Buying Motives
 3. Emotional Buying Motives
5. What is 'Sales Resistance'? Which techniques are used to remove customer objections of salesman? (2016)
6. a) Write notes on the following: (2016)
 1. Personal Observation
 2. Sales Demonstration
b) Explain the process of closing the Sale.