220

Form No. Ex- 8
Particulars about the candidate
and the subject are checked thoroughly
and corrected where necessary.

Sl. No..... 003

CENTRE ROLL:.....

Seal & Signature of Officer-in-Charge

Invigilator

KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

Degree 3rd Year Examination - 2013

Course - BBA **Subject - Sales & Retail Management**

Paper : (XVI)

Enrolment Number : | | | | | | | | | | |

Medium of Answer :.....

INSTRUCTIONS TO CANDIDATES

1. This booklet contains.....20..... Pages numbering..19.....
2. An Examinee is allowed to bring only Admission Card and Identity Card to the Examination Hall. Any Examinee found in possession of loose papers, books etc. is liable to be Expelled.
3. Enrolment No. and Medium of answer must be written legibly at the specified places. Examinee's name and any other identifying mark which reveals examinees identity shall not be written anywhere in the script.
4. For Making calculations, only the last page provided for rough work shall be used.
5. No pages of the script be torn out .
6. Calculators will not be allowed for making calculations in the examination hall. ***MOBILE PHONES are strictly prohibited in the examination Centre.***
7. No candidate will be allowed to leave or go out of the hall during the First hour of the Examination.
8. A candidate having completed his/her answer, the script must be handed over, to an invigilator before leaving the hall.
9. Contravention of any of the instructions mentioned above shall render a candidate liable for disciplinary action as per regulations of the University.

Question No.	
Total =	

Examiner's Signature_____

Scrutiniser's Signature_____ Head Examiner's Signature:_____

BBA 3RD YEAR EXAMINATION 2013

PAPER : XVI

SALES & RETAILING MANAGEMENT

Time: 3 Hrs | Full Marks: 80

1. Answer the following questions very briefly $1 \times 8 = 8$

(a) What do you mean by sales force management?

(b) What is meant by compensation?

(c) What is sales management?

(d) Define sales forecasting.

(e) What is meant by sales budget?

(f) What is retailing?

(g) What do you mean by Merchandise Planning?

(h) What is the full form of AIDAS?

2. Answer the following questions briefly $2 \times 8 = 16$

(a) Mention two factors which affect sales forecasting.

(b) What are the purposses of sales budget?

(c) Give your functions of retailing.

(d) Define Category Killers and Specialty Stores.

(e) What are the characteristics of retailing?

(f) Define Straight Salary Method and Straight Commission Method.

(g) What do you mean by Job Analysis and Depth Interviews.

(h) Discuss two factors which affect sales management.

3. Answer any five questions from the following $4 \times 5 = 20$

(a) Discuss the various types of selling.

(b) What are the steps in setting up a sales organization? Discuss in brief.

(c) Define line structure, line and staff structure, functional sales organization and committee sales organization.

(d) Discuss the steps that is involved in managing a sales force.

(e) Discuss the following :

(i) Internship Training

(ii) Role Playing Method

(iii) Industrial Salesmanship

(iv) Brainstorming Method

(f) Discuss two fringe benefits and two non monetary benefits offered to employees.

(g) Write a short note on retail merchandising.

4. Answer any two questions from the following $8 \times 2 = 16$

(a) Discuss the functions of a sales manager.

(b) Discuss two internal sources of Recruitment and six external sources of Recruitment.

(c) Discuss the retailing macro and micro environment in detail.

5. Answer any two questions from the following $10 \times 2 = 20$

(a) Describe in detail the Personal Selling Process.

(b) Elaborate on any five methods of sales forecasting.

(c) Discuss the ten qualities of a good salesman.