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Form No. Ex- 8

Particulars about the candidate and the subject are checked thoroughly and corrected where necessary.

Sl. No...:...-

CENTRE ROLL:.....

Signature of Officer-in-Charge

Invigilator

KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

BBA 5th Semester Examination 2014

Course 18

(Sales & Retailing Management)

Enrolment Number | | | | | | | | | | | | | | | **Year** | |

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.	Marks
Total=	

Examiner's Signature_____

Scrutiniser's Signature_____

Head Examiner's Signature:_____

BBA 5th Semester Examination 2014
Course : 18
(Sales & Retailing Management)

Time : 3 Hrs. Full Marks : 80

1. Answer the following questions: 1×8 = 8

(a) Define sales management.

(b) What do you mean by personal selling?

(c) What is the full form of AIDAS?

(d) Define sales budget.

(e) What is visual Merchandising?

(f) Define compensation.

(g) What do you mean by recruitment?

(h) What does ACMEE stand for?

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

(a) Write two advantages of decentralised sales force management.

(b) Give two characteristics of retail units.

(c) What are (a) Order getters (b) Order creators?

(d) Mention one advantage and one disadvantage of zero based budgeting process.

(e) What is incremental productivity approach of determining sales force size?

(f) What is personal interview?

(g) What is meant by prospecting in personal selling?

(h) State two objectives for evaluating sales persons.

3. Answer any five questions from the following: 4×5 = 20

(a) What are the four advantages of sales forecasting?

(b) What are the factors affecting sales management?

(c) Write a short note on the monetary benefit.

(d) Discuss the objectives of personal selling.

(e) Explain a few challenges faced by Indian Retail Industry.

(f) What are the objectives of sales management?

(g) State any four methods of sales forecasting.

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

(a) What are the factors which influence sales forecasting?

(b) Describe the size and structure of a sales force.

(c) Explain the steps involved in developing a compensation plan.

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

(a) Explain the functions of a sales manager.

(b) Describe the different types of sales budgets, also mention the advantages of sales budget.

Or

(c) Explain the sales planning process.