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873 (SRM)

[20-HRGPNW–D5S(N)21A]

BBA 5th Semester (New) Exam., 2020 (W)

SALES AND RETAILING MANAGEMENT

[GBA S5–02]

Full Marks : 80

Time : 3 hours

The figures in the margin indicate full marks for the questions

1. *(a)* Answer the following questions in *1* or *2* sentence(s) each : 1×8=8

(i) State the concept of sales organization.

(ii) Define sales force management.

(iii) What is employment exchange?

(iv) State the meaning of compensation.

(v) What is career development?

(vi) State the meaning of personal selling.

(vii) Define sales forecasting.

(viii) What is sales budget?

(b) Choose the correct option : 1×4=4

(i) The classification of sales budget on the basis of time is called

(1) long-term budget

(2) short-term budget

(3) current budget

(4) All of the above

(ii) Which of the following is not included in store design?

(1) Store front design

(2) Up-to-date design

(3) Interior design

(4) Lighting design

(iii) The functions of wholesalers include

(1) assembling and buying

(2) warehousing

(3) transporting

(4) All of the above

(iv) Which of the following is not an objective of sales management?

(1) Increase in sales volume

(2) Contribution to profit

(3) Reducing market share

(4) Continuing growth

(c) Fill in the blanks : 1×4=4

(i) Through a systematic sales management process, a company can increase its _____.

(ii) _____ is the oldest and simplest type of sales organizational structure.

(iii) _____ is the pay that one receives for a service.

(iv) _____ is the method of visual display that explains how something works or how to do something.

2. Answer any *five* from the following questions (each in around *50* words) : 2×5=10

(a) State two advantages of sales forecasting.

(b) What is 'zero-based budget'?

(c) State two advantages of sales budget.

(d) Define retailing.

(e) What is visual merchandizing?

(f) What is grid layout?

3. Answer any *six* from the following questions (each in around *120* words) : 4×6=24

(a) Discuss different factors which affect sales management.

(b) What are centralized and decentralized sales organizations?

(c) Discuss how sales force's performance can be evaluated.

(d) Discuss briefly the internal sources of recruitment.

(e) Discuss any two methods of compensation.

(f) Discuss any four challenges faced in the process of personal selling.

(g) Discuss briefly the case study method of training.

4. Answer any *five* from the following questions (each in around *200* words) : 6×5=30

(a) Explain different stages of personal selling process.

(b) Discuss briefly the functions of wholesalers.

(c) Discuss briefly the selection process.

(d) Discuss different steps involved in developing compensation plan.

(e) Discuss any two methods of training.

(f) Discuss 'Jury method' and 'Expert's opinions method' of sales forecasting.

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