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518 (SRM)

[20-HBGPOW–D5S(O)21A]

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

BBA

[BBA (S5) 18]

(Sales and Retailing Management)

Full Marks : 80

Time : 3 hours

The figures in the margin indicate full marks for the questions

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

(a) Define sales force management.

(b) What is application form in selection process?

(c) Give two examples of non-monetary benefits.

(d) What is the full form of AIDAS?

(e) Define sales planning.

(f) State one advantage of sales budget.

(g) Define retailing.

(h) What is retail merchandising?

2. Answer the following questions (each in around *50* words) : 2×8=16

(a) What is visual merchandising?

(b) State two factors which affect sales management.

(c) State the meaning of compensation.

(d) Explain fringe benefits with example.

(e) State two objectives of personal selling.

(f) State two factors which influence sales forecasting.

(g) What is flexible sales budget?

(h) State two functions of retailing.

3. Answer any *five* of the following questions (each in around *100* words) : 4×5=20

(a) Discuss different types of selling.

(b) Discuss how sales force performance evaluation can be done.

(c) Discuss four external sources of recruitment.

(d) Discuss two methods of compensation. 2+2=4

(e) Discuss the challenges faced in personal selling.

(f) What is sales training and why is it important?

4. Answer any *two* of the following questions (each in around *300* words) : 8×2=16

(a) Discuss the process of sales forecasting.

(b) Discuss different types of budget.

(c) Write a note on retail industry in India stating its challenges. 5+3=8

5. Answer any *two* of the following questions (each in around *400* words) : 10×2=20

(a) Discuss different types of sales organizational structure.

(b) Discuss briefly the recruitment and selection process.

(c) Discuss briefly different methods of sales forecasting.

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