

2021

(2nd Semester)

COMMERCE

(Honours)

Paper : BCM-02

(Sales Management)

Full Marks : 70

Pass Marks : 45%

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

1. (a) What is sales forecasting? Explain the different methods of sales forecasting. 4+10=14

Or

- (b) What do you mean by sales policies? Discuss the various distribution policies for which the management must make decisions. 3+11=14

2. (a) Discuss the channels of distribution commonly used by producers. Which channel would be most suitable for distribution of industrial products and why? 9+5=14

Or

- (b) Enumerate the various types of retailers. Discuss the services that are rendered by retailers to customers. 7+7=14

3. (a) Discuss the internal and external sources used by organizations for recruitment of its sales force. 14

Or

- (b) What are the functions of a sales manager? How can a sales manager motivate his sales force? 5+9=14

4. (a) Explain the meaning and functions of sales promotion. Discuss the various salesmen sales promotion schemes. 2+5+7=14

Or

- (b) What do you understand by salesmanship? How is personal selling different from advertising? 6+8=14

(3)

5. (a) What is sales reporting? Explain the purpose and utility of a sales report.

2+12=14

Or

- (b) Write short notes on the following :

7+7=14

(i) Sales analysis

(ii) Sales audit

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