



SM/BCM-02

2022

( 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 planning? Explain the  
process of sales planning. 4+10=14

Or

- (b) Describe different types of sales quotas  
How is sales quota fixed? 5+9=14

22L/244

( Turn Over )

( 2 )

2. (a) What is distribution channel? Describe the functions performed by various marketing middlemen.  $4+10=14$

Or

- (b) Define wholesaler. Discuss the services rendered by a wholesaler.  $2+12=14$

3. (a) Explain the types of salesman remuneration plans citing their relevant advantages and disadvantages. 14

Or

- (b) How is the training needs of salesforce identified? Discuss the methods used in sales training programme.  $7+7=14$

4. (a) Discuss the factors to be considered while deciding the promotional activities of a product. How is sales promotion different from advertising?  $9+5=14$

Or

- (b) What are consumer sales promotion schemes? Broadly discuss the types of consumer sales promotion schemes.  $2+12=14$

22L-100

221./244

(Continued)

( 3 )

5. (a) Enumerate the objectives of a sales report. Describe some commonly used types of sales report.  $4+10=14$

Or

- (b) What do you understand by sales control? How is the performance of sales-force evaluated and what measures are taken to control sales?  $4+10=14$

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