

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BCom DEGREE EXAMINATION DECEMBER 2018
(Third Semester)

Branch - **COMMERCE (RETAIL MARKETING)**

SALES MANAGEMENT

Time : Three Hours

Maximum : 75 Marks

SECTION-A (20 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks (10 x 2 = 20)

- 1 Define sales management.
- 2 What do you mean by personal selling?
- 3 Give note on sales quota.
- 4 Write a short note on territorial product.
- 5 What is sales promotion?
- 6 What do you mean by brand equity?
- 7 What is selection?
- 8 Draft the merits of centralized training programme.
- 9 What is sales forecasting?
- 10 What do you understand by performance evaluation?

SECTION - B (25 Marks!)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks (5 x 5 = 25)

- 11 a State the objectives of sales management.
OR
b Discuss the types of salesman.
- 12 a Explain the importance of sales budget.
OR
b State the organizations of sales department.
- 13 a Discuss the consumer oriented sales promotion.
OR
b Describe the sales promotion policies.
- 14 a State the demerits of decentralized training programme.
OR
b Enumerate the training methods.
- 15 a Discuss the need for performance evaluation.
OR
b Bring out the method of controlling.

SECTION - C (30 Marks)

Answer any **THREE** Questions

ALL Questions Carry **EQUAL** Marks (3 x 10 = 30)

- 16 Who is Sales Manager? Explain duties and responsibilities of Sales Manager.
- 17 Explain the sales organization structure with an examples.
- 18 Elaborate various techniques in sales promotion.
- 19 Discuss the various process of selection.