

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**BCom DEGREE EXAMINATION MAY 2017
(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 How does personal selling differ from salesmanship?
- 3 What is strategic planning?
- 4 State the goals of sales quota.
- 5 Define sales promotion.
- 6 What is brand equity?
- 7 What do you understand by selection?
- 8 Define training.
- 9 What is meant by compensation?
- 10 What do you mean by control of sales force?

SECTION - B (25 Marks)

Answer **ALL** Questions

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

- 11 a List down the objectives of sales management
OR
b Narrate the types of sales manager.
- 12 a Describe the market driven sales organization.
OR
b Mention the content of sales budget.
- 13 a Give the policies of sales promotion.
OR
b Draft the push, pull and customer oriented sales promotion.
- 14 a Write down the needs for training.
OR
b What are the tests used in selection process?
- 15 a Express the criteria for performance evaluation.
OR
b Write a note on MBO.

SECTION - C (30 Marks)

Answer any **THREE** Questions

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

- 16 Discuss the duties and responsibilities of sales manager.
- 17 Explain the procedure for setting sales promotions.
- 18 Elaborate the tools and techniques of sales promotions.
- 19 Enumerate different kinds of training methods for sales force.
- 20 Illustrate various methods of sales forecasting.