PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BCom DEGREE EXAMINATION MAY 2019
(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   (10x2 = 20)

1   What is personal selling?
2   What do you understand by sales management?
3   Define sales beget.
4   Give the content of sales Quota.
5   Define sales promotion.
6   Write the meaning to brand equity.
7   What is decentralized Training?
8   Bring out the meaning of selection.
9   Explain MBO.
10   What is compensation to salesman?

SECTION - B (25 Marks)
Answer **ALL** Questions
ALL Questions Carry **EQUAL** Marks (5 x 5 = 25)

11 a   Explain the various theories of selling?
                        OR
    b   Bring out the functions of sales management.

12 a   Explain the different sizes of sales Territory.
                        OR
    b   Describe the significance of fixing sales quota.

13 a   Enumerate the sales promotion policies.
                        OR
    b   Explain the objectives of sales promotion.

14 a   Mention the advantages and disadvantages of centralized Training programme.
                        OR
    b   How do evaluate the training programme?

15 a   Describe the criteria for performance evaluation.
                        OR
    b   Write note on Rating scale and ranking scale.

SECTION - C (30 Marks!
Answer any **THREE** Questions
ALL Questions Carry **EQUAL** Marks (3 x 10 = 30)

16   What are the various qualities of successful salesman?

17   Discuss the market driven of sales organization.

18   What are the strategies and torts of sales promotion?

19   Enumerate the various steps in selection.

20   Describe the different methods of performance evaluation.

Z-Z-Z   END