



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – COMMERCE

SIXTH SEMESTER – APRIL 2017

CO 6613- SALES MANAGEMENT

Date: 24-04-2017
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

PART – A

ANSWER ALL THE QUESTIONS:

(10 x 2 = 20 marks)

1. Who is a Sales Executive?
2. Mention any two objectives of Sales Management.
3. Define 'Pricing Policy'.
4. Write a short note on Product policy.
5. What is Sales Territory?
6. Why is a sales meeting conducted?
7. Define Salesmanship.
8. What is 'Hunting' in the context of salesmanship?
9. Write a short note on Job Analysis?
10. What do you mean by On-the-job training?

PART – B

ANSWER ANY FOUR QUESTIONS:

(4 x 10 = 40 marks)

11. Explain the purpose of a Sales Organisation.
12. Enumerate the need for control of salesmen.
13. Describe the objectives of personal selling.
14. What is Sales budget? Why is it prepared?
15. Explain the important features of salesmanship.
16. Who is a sales manager? What are the qualities required for a successful sales manager?
17. Describe the advantages of a good training programme.

PART – C

ANSWER ANY TWO QUESTIONS:

(2 x 20 = 40 marks)

18. Describe the factors affecting Sales Management.
19. Explain in detail the various processes involved in Personal Selling?
20. Discuss the importance of Sales operations.
21. Analyse the various methods or tools need for motivating the sales force of an organisation.
