

**Third Year Examination of the
Three Year Degree Course, 2001
(Faculty of Commerce)
BUSINESS ADMINISTRATION
16 (a) Sales Management**

Time : 3 Hours

[Maximum Marks :100]

Attempt any **five** questions,
selecting at least **one** question from each unit,
All questions carry equal marks.

UNIT-I

1. "A good salesman is born and not made." Explain this statement.
Describe in brief the essential qualities of an ideal salesman. 10+10

OR

What are the sources through which salesman can be recruited?
Discuss merits and demerits of each of them. 10+10

UNIT-I

2. What is a Sales Policy? Discuss its importance. 10+10

OR

What do you mean by Sales Forecasting? Discuss the various steps
of an ideal sales forecasting process.

10+10

UNIT-III

3. What is a Wholesaler? Explain the function of wholesaler. 5+15

OR

What do you mean Pricing? Describe Pricing Procedure. 5+15

UNIT-IV

4. What do you mean by "Sales Quota". Clearly explain the
importance of sales quota. 10+10

OR

Discuss the various techniques of Sales Promotion. 20

UNIT-V

5. "Money spent on advertising is an investment and not a waste."
Critically examine the statement. 20

OR

What do you mean by Advertising Ethics? Why modern
advertisement are said to be unethical? 10+10