



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – COMMERCE

SIXTH SEMESTER – APRIL 2015

CO 6613 - SALES MANAGEMENT

Date : 20/04/2015
Time : 09:00-12:00

Dept. No.

Max. : 100 Marks

PART – A

Answer ALL the Questions:

(10 x 2 = 20)

1. What do you understand by Sales Management?
2. State the importance of the sales organization to a firm?
3. Write a note on sales fore-casting?
4. What is cost based pricing?
5. List out the different types of sales quotas.
6. Enumerate the Basic concept of sales Territory?
7. Distinguish between personal selling and salesmanship?
8. When should personal selling be the main ingredient of a promotional package?
9. Identify the various processes (or) stages of sales force management?
10. State the salient features of a good compensation plan?

PART – B

Answer any FOUR Questions:

(4 x 10 = 40)

11. Elaborate the functions of a sales organization.
12. What are the qualities of a successful sales manager?
13. Examine the various sales forecasting procedures and methods?
14. Discuss the factors that influence prices of commodities?
15. Analyze the essential elements of a product policy?
16. What are the sources of recruitment of salesman?
17. Discuss the various methods adopted for training a salesperson.

PART – C

Answer any TWO Questions:

(2 x 20 = 40)

18. Elaborate the different types of sales organization.
19. Explain the procedure for setting up a sales territory.
20. Describe the different types of salesmanship.
21. Analyze in detail the various types of compensation strategies offered to sales personnel.

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