



B.Com.DEGREE EXAMINATION – COMMERCE

SIXTH SEMESTER – APRIL 2019

CO 6613– SALES MANAGEMENT

Date: 05-04-2019
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

PART-A

ANSWER ALL THE QUESTIONS

(10X2=20)

1. Define Sales management.
2. What does personnel selling mean?
3. Write a note on showroom.
4. What are the top skills and proficiency of a sales manager?
5. Why sales budget is most important?
6. What is salesmanship?
7. What do you understand by customer psychology?
8. Why sales training is needed?
9. What is sales force motivation?
10. Mention any two methods of appraising a salesman.

PART-B

ANSWER ANY FOUR QUESTIONS

(4X10=40)

11. Explain the functions of sales management.
12. Discuss the various methods of sales forecasting.
13. What are the various factors that influence fixing of sales quotas?
14. Explain the various types of sales channels.
15. What are the advantages of salesmanship? – Explain.
16. Discuss the importance of training sales force.
17. Explain the need of appraising the performance of salesmen.

PART-C

ANSWER ANY TWO QUESTIONS

(2X20=40)

18. Explain in detail the various types of sales organization.
19. What are the qualification and qualities of an ideal sales manager?
20. Discuss the various factors that determine the selection of channel of distribution.
21. Describe the financial & non-financial incentives in order to motivate the sales personal.

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