

**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**



**B.Com.DEGREE EXAMINATION –COMMERCE**

**SIXTH SEMESTER – APRIL 2018**

**CO 6613– SALES MANAGEMENT**

Date: 21-04-2018  
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

**PART – A**

**ANSWER ALL THE QUESTIONS:**

**(10 x 2 = 20 marks)**

1. Define “Sales management”.
2. What is AIDAS?
3. What is the need for analysing the market potential?
4. Explain the relationship between the buyer and seller.
5. What is sales budget?
6. Define “Sales territory”.
7. What is salesmanship?
8. Define “Hunting”.
9. What is sales report?
10. List out the ways to motivate sales personnel.

**PART – B**

**ANSWER ANY FOUR QUESTIONS:**

**(4 x 10 = 40 marks)**

11. Explain the various factors influencing sales management.
12. Bring out the qualities required by a sales person.
13. Bring out the importance of personal selling.
14. Explain the various responsibilities of sales manager.
15. Briefly explain the customer’s attitude towards sales person.
16. What are the different methods of training of salesman?
17. How is the sales personnel evaluated by a supervisor? Explain.

**PART – C**

**ANSWER ANY TWO QUESTIONS:**

**(2 x 20 = 40 marks)**

18. Describe different methods of sales forecasting and evaluation.
19. Explain in detail the various marketing policies for managing sales.
20. Write short notes on:
  - a. Sales meeting
  - b. Sales contest
  - c. Showroom
  - d. Exhibition
21. Explain the problems and the challenges of sales force management and also recommend solutions to overcome them.

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