

**2019**

**Part—III**

**SALES ORGANISATION AND MANAGEMENT**

**(Honours in Marketing Management)**

**PAPER—MH-7**

*Full Marks : 100*

*Time : 4 Hours*

*The figures in the right-hand margin indicate full marks.*

*Candidates are required to give their answers in their own words as far as practicable.*

*Illustrate the answers wherever necessary.*

1. Answer any five questions : 5×4

- (a) Briefly describe the selection process of Sales personnel.
- (b) What do you mean by Direct Marketing ?
- (c) Discuss the steps required to motivate sales force.

*(Turn Over)*

- (d) Write a short note on Sales-Job Analysis.
- (e) What do you mean by Personal Selling ?
- (f) What is meant by Sales Control System ? Give an example.
- (g) Distinguish between Product Knowledge and Customer Knowledge.
- (h) What do you mean by decentralized sales organization ?
- (i) What are the norms of customer call ?
- (j) Why is Customer Relationship Management relevant in the current marketing environment.

2. Answer any *five* questions :

5×8

- (a) "Sales force training is not a one-time activity, it is a continuous process" — Discuss critically with illustrations.
- (b) Discuss the importance of product knowledge.
- (c) Discuss Work Load Method for determining the size of sales force.

- (d) Mention the steps involved in the selling process of personal selling.
- (e) "Performance evaluation of sales force is a vital task in sales organization and management" — Comment on the statement.
- (f) Describe the methods of approaching a customer.
- (g) Discuss the essential qualities of a Salesman.
- (h) Mention the factors determining the sales organization structure.
- (i) What factors are to be considered for compensation plan for the sales force?
- (j) Discuss the factors to be considered in supervising sales representative.

3. Answer any *two* questions : 2×15

- (a) Discuss the Internal and External Sources of recruitment of Sales Force.
- (b) Discuss different steps for the selection of sales force.

- (c) What do you mean by size of the sales force ? Discuss briefly the major tools and techniques used for sales control. 5+10
- (d) (i) What do you mean by Combined Compensation plan ?
- (ii) Discuss about the schemes for dividing Line Authority in the Sales Organization. 5+10

*[Internal Assessment — 10 Marks]*

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