



WEST BENGAL STATE UNIVERSITY
B.A./B.Com. Honours 4th Semester Examination, 2020

ASPACOR08T-ADVERTISING AND SALES PROMOTION (CC8)

SALES FORCEMENT-1

Time Allotted: 2 Hours

Full Marks: 50

*The figures in the margin indicate full marks.
Candidates should answer in their own words and adhere to the word limit as practicable.*

GROUP-A

Answer any two questions from the following

10×2=20

1. (a) What do you mean by Sales Force? 2+4+4
(b) Discuss the advantages and disadvantages of sales Force.
2. (a) What are the factors to be considered while designing the Sales Program? 5+5
(b) Explain the importance of Sales Force.
3. (a) Write a note on Internal Transfer. 4+6
(b) Discuss the different types of interview.

GROUP-B

Answer any two questions from the following

15×2 = 30

4. (a) Define Recruitment. 3+12
(b) Discuss in details the various sources of recruitment of sales people.
5. (a) Explain the need for determining Sales Force Size. 5+10
(b) Discuss the models available to assist in determining the right size of Sales Force.
6. Write short notes on any **three**: 5×3=15
 - (a) Market factor analysis
 - (b) Effectiveness index
 - (c) Appraisal of performance
 - (d) Expert's opinion method
 - (e) Informal training.

N.B. : *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

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