



WEST BENGAL STATE UNIVERSITY

B.A./B.Com. Honours 5th Semester Examination, 2020, held in 2021

ASPACOR11T-ADVERTISEMENT AND SALES PROMOTION (CC11)

SALES FORCE MANAGEMENT

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.
All symbols are of usual significance.*

GROUP-A

1. Answer any **five** questions from the following: 2×5 = 10
- What do you mean by sales force?
 - What is sales force size?
 - Define sales control.
 - What is market analysis?
 - What do you mean by sales budget?
 - What is zero based budgeting?
 - Write down two difficulties of sales control.
 - State any two objectives of the preparation of sales budget.
 - Define sales planning.
 - Write down two characteristics of line organization.
 - What do you mean by market based sales organization?
 - Define sales department of an organization.
 - What is staff organization?
 - Define sales organization.
 - What is objective and task method of sales budget?

GROUP-B

2. Answer any **four** questions from the following: 5×4 = 20
- Discuss the objectives of sales control.
 - Briefly discuss the advantages of setting sales quota.
 - What are the limitations of sales forecasting?
 - Explain the different types of sales quota.
 - Discuss the importance of sales forecasting.

- (f) Write a short note on: Line organization vs. Staff organization.
- (g) Write a short note on 'executive opinion method' of sales forecasting.
- (h) What are the reasons for establishing sales territory?
- (i) State some limitations of determining sales force size.
- (j) Discuss the process of sales planning.
- (k) Describe the need for determining sales force size in an organization.
- (l) Explain the process of sales control.

GROUP-C

3. Answer any *two* questions from the following: 10×2 = 20
- (a) Explain the different types of sales organization structures with the help of diagrams. 10
 - (b) What do you mean by sales forecasting? Discuss the different methods of sales forecasting. 2+8
 - (c) Write short notes on: 5+5
 - (i) Sales quota
 - (ii) Limitations for establishing sales territory.
 - (d) How to prepare a sales budget programme? How to assign territories to sales people? 5+5
 - (e) Describe the importance of sales budget in sales force management. How to decide the allocation criteria of a sales territory? 5+5
 - (f) How marginal model and sales potential model assist to determine the right size of sales force of an organization? 5+5

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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