



**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
- (a) What do you mean by sales force?
  - (b) What is sales force size?
  - (c) Define sales control.
  - (d) What is market analysis?
  - (e) What do you mean by sales budget?
  - (f) What is zero based budgeting?
  - (g) Write down two difficulties of sales control.
  - (h) State any two objectives of the preparation of sales budget.
  - (i) Define sales planning.
  - (j) Write down two characteristics of line organization.
  - (k) What do you mean by market based sales organization?
  - (l) Define sales department of an organization.
  - (m) What is staff organization?
  - (n) Define sales organization.
  - (o) What is objective and task method of sales budget?

**GROUP-B**

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