



WEST BENGAL STATE UNIVERSITY
B.A./B.Com. Honours 4th Semester Examination, 2022

ASPACOR08T-ADVERTISEMENT AND SALES PROMOTION (CC8)

SALES FORCE MANAGEMENT-I

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

Answer any five questions from the following

2×5 = 10

1. What is Salesforce?
2. Define Selection.
3. What do you mean by Sales Control?
4. Briefly explain Territory Management.
5. Define Sales Forecasting.
6. Briefly point out two objectives of Training of Salesman.
7. Briefly define Performance Appraisal.
8. What is a Sales Program?
9. Define Internal transfer.
10. What is an employment agency?
11. What is a Sales Budget?
12. Mention two difficulties of Sales Control.
13. Mention two limitations of Sales Forecasting.
14. What is Sales Coverage?
15. What do you mean by Net Profit Ratio?

GROUP-B

Answer any four questions from the following

5×4 = 20

16. Write a short note on Sales Force Size.
17. Discuss the importance of Sales Force.
18. What are the advantages of Sales Force?
19. How can a Sales Program be designed?
20. Briefly explain the advantages of training of salesman.
21. Distinguish between Training and Development.
22. Write a short note on “Essence of Sales Leadership”.
23. Briefly discuss the process of Sales Control.
24. Explain the “Expert Opinion Method” of Sales Forecasting.
25. What do you mean by Informal Training?
26. Why is it not possible to get accurate forecasting for next year sales?
27. What are the limitations in determining the size of the Sales Force?

GROUP-C

Answer any two questions from the following

10×2 = 20

28. Discuss about the different Sales Training methods.
29. Describe the different sources of Recruitment of sales personnel.
30. What are the different functions of Sales force?
31. Briefly explain the methods of Sales Forecasting.
32. Discuss about the different types of Interview.
33. Discuss the factors governing sales forecasting.
34. How can the effectiveness of a Sales training program be evaluated?
35. Discuss the models available to assist in determining the right size of Sales Force.

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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