

SALES ORGANISATION AND MANAGEMENT
(Marketing Management Specialisation)
(Paper-III)

3rd B.COM. (EVENING) Hons.
SEMESTER V
(R-37)

DATE: 08/11/2008
TIME: 1hr.45mins
MARKS: 50

- 1. Answer any THREE questions: (3x4=12)**
- a) Discuss briefly the need for sales forecasting.
 - b) What is meant by Sales Control System? Give examples.
 - c) Explain Herzberg's Two-factor Theory of Motivation.
 - d) What information should be asked about the applicants for selection of sales personnel?
- 2. Answer any THREE questions: (3x8=24)**
- a) Outline the various forms of sales organization structure.
 - b) "Performance evaluation of sales force is a vital task in sales organization and management"
— Comment on the statement.
 - c) Discuss the steps involved in sales control system.
 - d) Explain the objectives of designing the sales force.
- 3. Answer any ONE question: (1x14=14)**
- a) i) Why is training of sales-persons-necessary?
ii) Discuss the benefits of training the sales personnel and the hazards of untrained sales persons.
 - b) Discuss the major tools and techniques used for sales control.

SALES ORGANISATION AND MANAGEMENT
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SEMESTER V
(Room-37)

DATE: 26/09/2008
TIME: 1hr.45mins
MARKS: 50

1. Answer any THREE questions: (3x4=12)

- a) Briefly describe the selection process of Sales personnel.
- b) Outline Maslow's Hierarchy of Needs Theory of motivation.
- c) State the factors determining the design of sales force structure.
- d) Discuss the steps required to motivate sales-persons.

2. Answer any THREE questions: (3x8=24)

- a) Discuss the source of recruitment of sales personnel.
- b) What are the methods of estimating the sales force size of a company?
- c) Discuss the different methods of sales forecasting.
- d) What are the objectives of sales organization? How is sales organization related to a company's growth?

3. Answer any ONE question: (1x14=14)

- a) i) What are the factors to be considered for compensation plan for the sales force?
ii) Discuss the different compensation plans, usually followed by a company, pointing out their advantages and disadvantages. **(4+10=14)**

OR

- b) i) "Sales force training is not a one-time activity, it is a continuous process"
-Discuss critically with illustrations.
ii) Describe in details, the major techniques commonly adopted in sales force training. **(4+10=14)**