

1028

4

(b) Maslow's need hierarchy

(c) MBO

(6×3=18)

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 1028

F

Unique Paper Code : 6322481202

Name of the Paper : Sales Management (DSC-5)

Name of the Course : **B.Voc-Retail**

Management & IT

Semester : II

Duration : 3 Hours

Maximum Marks : 90

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. All questions carry equal marks.
3. Attempt any **five** out of the given questions.

(500)

P.T.O.

1. Define sales management. Describe the steps involved in the sales management process. (8, 10)
2. Define compensation management. What factors should be considered when designing a compensation plan for salespeople? (7, 11)
3. What is sales planning, and why is it important for an organization? Describe the key components of a sales plan. (9, 9)
4. Why is sales training important for a sales team's success? What are the key steps involved in developing an effective sales training program? (8, 10)

5. Describe the process of developing a sales budget. What factors should be considered when determining sales budgets for different products or territories? (9, 9)
6. Explain the concept of a bonus plan and its role in motivating sales teams. What is the role of sales contests and incentives in driving performance and motivating sales team? (9, 9)
7. What is the relationship between sales territories and sales quotas? Describe the process of setting sales targets and quotas for sales teams. (8, 10)
8. Write short notes on the following-
 - (a) Personal selling