

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 3559

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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. Attempt five out of the given questions.
 3. All questions carry equal marks.
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1. Define sales management and explain its importance in an organization. What are the key responsibilities of a sales manager? (8,10)
 2. What do you mean by compensation? Discuss the components of compensation. (9,9)

P.T.O.

3. What do you mean by theory 'Z'? Is it relevant in present time, discuss with example. (8,10)
4. What are some best practices for monitoring and evaluating the effectiveness of a sales compensation plan? Explain the concept of total rewards and how it can be incorporated into a sales compensation plan. (8,10)
5. What do you understand by sales budget? How does it help an organization? (8,10)
6. What do you mean by sales training program? What is the difference between training and education? (9,9)
7. What are the key concepts of competition in Indian retail market? Explain how E-commerce is changing Indian retail market (8,10)
8. Write short notes on the following- (6x3=18)
 - a) Sales Quotas
 - b) AIDAS
 - c) Sales Budget