



WEST BENGAL STATE UNIVERSITY
B.A./B.Sc./B.Com. Major Part-III Examination, 2020

ADVERTISING SALES PROMOTION AND SALES MANAGEMENT

PAPER-ASPV-V

MANAGEMENT OF SALES FORCE

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.*

Answer any *three* questions from the following 16×3 = 48

1. What are the functions of a sales manager? How does a sales force help in attaining the sales targets of the organization? 8+8
2. What is the importance of salesmen training? Discuss about the different training methods that are used to train the sales staff of a company. 6+10
3. What is recruitment? What are the different sources of sales employees? 4+12
4. Discuss the steps of the salesmen selection process in details. 16
5. What is a Sales Territory? What is a Sales Quota? What are the different types of Sales Quota? Explain with example. 4+4+8
6. What do you mean by motivation of Sales Personnel? What is the need of salesmen motivation? How can sales personnel be motivated? 4+6+6
7. What do you mean by Performance Appraisal of Salesmen? Why is it needed? Briefly discuss any three methods of Performance Appraisal of Salesmen. 4+6+6
8. Discuss the methods of determining the size of the sales force, with the advantages of each of them. 16
9. What is Sales forecasting? Discuss its importance. Explain the important methods of Sales forecasting. 2+4+10

[Overall Impression- 2 marks]

—x—