

**Shri Guru Nanak Degree College**

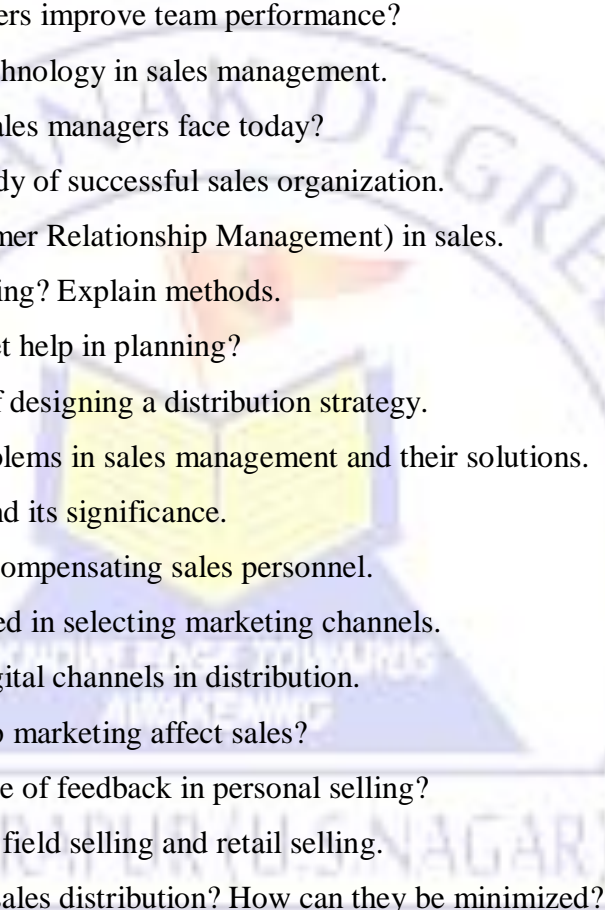
**Preet Vihar, Rudrapur**

**Class: B.B.A Semester V**

**Subject: Sales Management**

**Long Answer Questions:**

1. Define sales management. Explain its objectives.
2. Discuss the evolution of the sales function.
3. Describe the functions of a sales manager in detail.
4. Explain the different types of sales executives.
5. What is personal selling? Explain its theories.
6. Explain the personal selling process.
7. Define salesmanship and discuss its significance in modern business.
8. Explain the qualities required for a successful salesperson.
9. What is showroom and exhibition-based selling? Explain.
10. Explain the structure and purpose of a sales organization.
11. Describe different types of sales organization structures.
12. Discuss sales department's internal and external relations.
13. What is a distributive network? Explain its importance.
14. Define sales force management. Discuss recruitment and selection process.
15. How is sales training conducted? What are its key areas?
16. Explain various types of sales compensation plans.
17. What is distribution network management? Discuss its scope.
18. Discuss the types of marketing channels in detail.
19. What are the key factors affecting the choice of channel?
20. Explain different types of middlemen and their functions.
21. Define physical distribution system. Describe its components.
22. What is the importance of managing sales force?
23. Explain the concept and challenges of distribution management.
24. How does showroom selling differ from personal selling?

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25. Describe methods for evaluating sales performance.
  26. Compare personal selling with advertising.
  27. How can companies enhance sales force motivation?
  28. Explain importance of ethics in sales management.
  29. Define and describe direct and indirect distribution channels.
  30. Explain the importance of training in sales force development.
  31. How can sales managers improve team performance?
  32. Explain the role of technology in sales management.
  33. What challenges do sales managers face today?
  34. Describe any case study of successful sales organization.
  35. Discuss CRM (Customer Relationship Management) in sales.
  36. What is sales forecasting? Explain methods.
  37. How does sales budget help in planning?
  38. Explain the process of designing a distribution strategy.
  39. Discuss common problems in sales management and their solutions.
  40. Explain sales quota and its significance.
  41. Discuss methods for compensating sales personnel.
  42. Describe steps involved in selecting marketing channels.
  43. Explain the role of digital channels in distribution.
  44. How does relationship marketing affect sales?
  45. What is the importance of feedback in personal selling?
  46. Differentiate between field selling and retail selling.
  47. What are the risks in sales distribution? How can they be minimized?
  48. Explain the importance of interpersonal skills in sales.
  49. Describe the evaluation methods of sales staff.
  50. Discuss promotional strategies used by sales managers.

### **Short Answer Questions:**

1. Define sales management.
2. What is sales function?
3. State two objectives of sales management.

4. What is a sales manager?
5. Define salesmanship.
6. Name any two theories of personal selling.
7. What is personal selling?
8. List any two qualities of a good salesperson.
9. Define showroom selling.
10. What is an exhibition?
11. Purpose of sales organization?
12. Types of sales executives?
13. Define distributive network.
14. Define sales force management.
15. What is sales training?
16. Define sales compensation.
17. What is a marketing channel?
18. Name two factors affecting channel choice.
19. What is a middleman?
20. Define physical distribution.
21. State one objective of personal selling.
22. Difference between selling and marketing.
23. List two functions of a sales manager.
24. State any two types of sales organization.
25. What is direct selling?
26. Define indirect channel.
27. Explain role of technology in sales.
28. State any two types of compensation.
29. What is push strategy?
30. What is pull strategy?
31. Explain sales quota briefly.
32. Mention two challenges in sales management.
33. What is a sales executive?
34. Name two types of distribution channels.

35. Define field sales.
36. Define retail sales.
37. List any two recruitment sources.
38. Define customer retention.
39. Mention two digital sales tools.
40. What is sales forecast?
41. List two elements of distribution system.
42. Define internal sales relations.
43. Define external sales relations.
44. What is showroom display?
45. Name any two sales control techniques.
46. Define customer loyalty.
47. What is a trade show?
48. Define sales budget.
49. State one limitation of personal selling.
50. What is sales incentive?

**Very Short / Objective Type Questions:**

1. Full form of CRM – \_\_\_\_\_
2. Sales budget is a type of: (a) Operating budget (b) Capital budget
3. Sales quota means – \_\_\_\_\_
4. One feature of personal selling – \_\_\_\_\_
5. Sales manager reports to – \_\_\_\_\_
6. Who is the 'middleman'? – \_\_\_\_\_
7. One example of direct channel – \_\_\_\_\_
8. Field selling involves: (a) Online selling (b) Face-to-face selling
9. Digital sales platform – \_\_\_\_\_
10. "Showroom & Exhibition" is part of – (a) Advertising (b) Selling
11. Sales compensation includes – \_\_\_\_\_
12. One external sales relation – \_\_\_\_\_
13. Example of physical distribution element – \_\_\_\_\_

14. B2B selling stands for – \_\_\_\_\_
15. AIDA stands for – \_\_\_\_\_
16. Sales training improves – \_\_\_\_\_
17. One type of sales executive – \_\_\_\_\_
18. Push strategy means – \_\_\_\_\_
19. Pull strategy attracts – \_\_\_\_\_
20. One method of recruitment – \_\_\_\_\_
21. Sales forecasting helps in – \_\_\_\_\_
22. One function of sales organization – \_\_\_\_\_
23. Sales force turnover refers to – \_\_\_\_\_
24. Sales control involves – \_\_\_\_\_
25. Ethics in selling builds – \_\_\_\_\_
26. One disadvantage of showroom selling – \_\_\_\_\_
27. Retail selling is – \_\_\_\_\_
28. One type of sales structure – \_\_\_\_\_
29. Sales manager is responsible for – \_\_\_\_\_
30. Importance of sales training – \_\_\_\_\_
31. One internal relation in sales – \_\_\_\_\_
32. One component of distribution network – \_\_\_\_\_
33. Sales performance is measured by – \_\_\_\_\_
34. Define the term “lead” in sales – \_\_\_\_\_
35. Name a selling technique – \_\_\_\_\_
36. Advertisement vs Sales – \_\_\_\_\_
37. Who selects salespeople? – \_\_\_\_\_
38. Incentives are given to – \_\_\_\_\_
39. CRM stands for – \_\_\_\_\_
40. Key function of distributor – \_\_\_\_\_
41. Which channel involves no intermediaries? – \_\_\_\_\_
42. Importance of customer satisfaction – \_\_\_\_\_
43. Relationship marketing focuses on – \_\_\_\_\_
44. One benefit of exhibition selling – \_\_\_\_\_



45. One role of showroom – \_\_\_\_\_
46. Best suited for personal selling – \_\_\_\_\_
47. Sales is a part of – (a) HR (b) Marketing
48. Compensation motivates – \_\_\_\_\_
49. A sales quota is a – \_\_\_\_\_
50. Example of distributive network – \_\_\_\_\_

