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

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

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

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.
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(Paper-III)  

3rd B.COM. (EVENING) Hons.  
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)