

2020

**ADVERTISING, SALES PROMOTION AND
SALES MANAGEMENT — MAJOR**

Fifth Paper

(Management of Sales Force)

Full Marks : 100

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

Answer **any four** questions.

25×4

1. (a) Define Sales Force.
(b) State the management of Sales Force.
(c) Discuss the importance of Sales Force Management. 5+10+10
 2. (a) Discuss, in detail, the functions of Sales Managers.
(b) Write a short note on 'Sales Force Development'. 15+10
 3. (a) Explain, in detail, the importance of control for managing the sales force.
(b) Discuss any two major compensation plans for sales force. 15+(5+5)
 4. (a) Describe the importance and need for selection of sales force.
(b) Discuss, in brief, about selection policy decision. 15+10
 5. (a) State the advantages of good training programme.
(b) How would you evaluate the training programme? 15+10
 6. (a) Discuss the relevance of meeting between managers and sales force.
(b) Briefly explain the positive effect of praise and feedback.
(c) Write a short note on 'fringe benefits'. 10+10+5
 7. (a) Explain the need for appraisal of performance.
(b) 'Company database as a basis of developing the system of evaluation'. — Discuss. 12+13
 8. (a) What do you mean by 'Sales force size'?
(b) State the need for determining the size of sales force.
(c) Discuss, in brief, the limitations of determining of sales force size. 5+10+10
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