

Dr. Babasaheb Ambedkar Open University
Term End Examination June – 2026

Course	: BBAHT	Date	: 06-06-2026
Subject Code	: BBAHT – 302	Time	: 11:30am to 01:45pm
Subject Name	: Sales Management	Duration	: 02.15 Hours
		Max. Marks	: 70

Section A

Answer the following (Attempt any three) (30)

1. Explain the Function of Sales Management.
2. Discuss the Sales Territory.
3. Explain the Manpower Planning in detail.
4. Explain the Sales Force Performance Evaluation.
5. Explain the Line and Staff Organizations.

Section B

Answer the following (Attempt any four) (20)

1. Explain the Long and Short Term Forecasting.
2. Explain the Evaluation of Training.
3. Describe the Monitoring and Reviewing Sales Force Performance.
4. Explain the Customer-Based Sales Force Structure.
5. Explain the Area Market Potential.
6. Describe the Sales Activities and Tasks.

Section C

Part – A (Multiple Choice Questions) (10)

- 1 It is very important for salesman to be alert and find out the right moment at Which to close the sale. This is known as the:
A Psychological moment or the reaction moment. B Presentation moment.
C both a and b D none of the above
- 2 Which of the following is not a nature of marketing?
A cerebral B action oriented
C creative D long-term oriented
- 3 Long-range forecasts usually are based on the assumption that activity toward the end of the period will reflect
A normal —full employment B seasonal employment
C cyclical employment D part time employment

- 4 Routing refers to the following of the sales personnel in his territory:
 - A movement plan
 - B the date for sales calls
 - C time for making sales calls
 - D none of the above
- 5 Rorschach is the best known as a personality measurement is a kind of
 - A projective test
 - B aptitude test
 - C achievement test
 - D interest test
- 6 It is important to give recognition after any achievement to an employee. It should be :
 - A at the end of the year
 - B fair, balanced and earned
 - C before hand
 - D intimated at a leisure time
- 7 The sales force performance can be monitored with the help of
 - A sales reports and invoices
 - B order forms
 - C accounting records and direct interaction
 - D all of the above
- 8 Advantages of Geographic Sales Force Structure:
 - A It reduces time and expense on travel
 - B It is the simplest method by which a company can equalize territories among sales personnel
 - C Every sales person has an assigned territory and customer base
 - D all of the above
- 9 Manpower forecasting consists of two aspects
 - A manpower demand forecasting
 - B manpower supply forecasting
 - C both a and b
 - D only a
- 10 Which of the following is not an Objective of sales territories
 - A To facilitate effective sales planning
 - B To increase the selling costs
 - C To cover and manage the entire market
 - D To assign salesman responsibility

Part – B (True or False)

(10)

- 1 The effectiveness of any activity depends on two factors: Speed and Accuracy.
- 2 Forced-choice rating is not a method of rating that helps in comparing sales personnel by creating standards for measuring sales force performance.
- 3 New Customer means a customer who has never ordered before.
- 4 Footprint means the exact steps and order must go through from acquisition to delivery.
- 5 A centralized sales organizations is one where there is a common sales force to sell the products of more than one division of the company.
- 6 Good health is not essential for the success of the salesman, almost all companies need physical examinations of all applicants that are being considered seriously for sales positions.
- 7 The dire need for routing and scheduling of sales personnel is stressed for accountability reasons.

- 8 Training Period means usually referred to the amount of time allocated to a newer sales rep before they are expected to meet quota.
- 9 The salesman should not contact the customer frequently to maintain his goodwill and smooth over any post-purchase problems.
- 10 The kind of sales force that a company establishes depends on the monetary restrictions and the various objectives of that company.
