

2026

SALES MANAGEMENT — MINOR

Paper : MN-4

Full Marks : 75

The figures in the margin indicate full marks.

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

Set - 2

Group - A

1. Answer *any five* questions :

2×5

- (a) What is the main focus of a Sales Organisation?
- (b) Mention two main tasks of Chief Sales Executive.
- (c) What do you mean by Buyer-Seller interaction in marketing?
- (d) What do you mean by Customer Relationship Management?
- (e) Why is personal selling considered a profession?
- (f) Define marketing channel.
- (g) What are the grievances of the sales force?
- (h) What is motivation in sales?

Group - B

2. Answer *any five* questions :

5×5

- (a) State the principles of sales organisation.
- (b) Explain the common problems of sales organisation structure.
- (c) State the needs of marketing channel.
- (d) Discuss the objectives of the sales force.
- (e) Briefly state the steps in personal selling.
- (f) Discuss the importance of leading the channel members.
- (g) Explain the importance of modifying channel arrangements.
- (h) Discuss the importance of sales performance evaluation in improving the effectiveness of a sales force.

Please Turn Over

(6765)

Group - C

3. Answer *any four* questions :

10×4

- (a) Briefly discuss the essential components of Functional Sales Organisation Model.
- (b) State the necessity of After Sales Service in respect of Rural Marketing.
- (c) What are the key factors influencing the selection of marketing channels in International Market?
- (d) Discuss AIDAS theory of Selling.
- (e) Explain the strategies for motivating and inspiring sales force.
- (f) State different types of Sales Force Compensation.