SALES MANAGEMENT (PRSL)

1st Sessional Examination

5th Semester 2020

DHSK Commerce College, Dibrugarh

Full Marks : 25

Time : 45minutes

(Marks 12 ½ each)

1. Give a brief introduction to Sales Management with its nature, scope and objectives.

Or

What are the purposes of Sales Organisation ? What are the several ways to organise the sales representatives ?

1. What are the various steps in designing and managing a Sales Force? Give a brief account on it.

Or

Write briefly on recruitment, selection and training of the Sales Force