



SHREE H. N. SHUKLA COLLEGE OF I.T. & MGMT.

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**SUBJECT: PSS
PRELIMS PAPER**

**BCOM - 2
MARKS 70**

- Q.1 Explain Qualities & functions of sales manager. (20)
OR
What is sales organization? Discuss factors affecting & types of sales organization. (20)
- Q.2 Define concept of management. Discuss Luther Gulick's POSDCORB formula. (20)
OR
Explain scope of structuring sales force. (20)
- Q.3: Explain sources of recruitment & selection process of salesman. (15)
OR
Elaborate in detail various methods of training given to salesman. (15)
- Q.4 Discuss various methods and reasons of controlling salesman. (15)
OR
Discuss in detail various methods of remuneration given to salesman. (15)

BEST OF LUCK