

MANAGEMENT PROGRAMME

Term-End Examination

December, 2014

01541

MS-62 : SALES MANAGEMENT

Time : 3 hours

Maximum Marks : 100

(Weightage : 70%)

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- Note :** (i) *Attempt any three questions from Section A.*
(ii) *Section B is compulsory.*
(iii) *All questions carry equal marks.*
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SECTION - A

1. (a) Explain the various steps involved in the sales process.
(b) Discuss the diversity of selling situations in the following cases :
 - (i) Publishing house representative calling upon academicians.
 - (ii) Sales executive of automobile company selling mid sized cars for company executives.
 - (iii) Insurance salesmen selling Life Insurance Policies for working women.

2. What is Negotiation ? Explain the various steps of Negotiations, giving suitable examples.

3. (a) What are the important methods used for assessing training needs of sales force by firms ? Explain.
- (b) What constitutes territory management ? Explain the criteria you would consider while planning territories for the sales force.
4. Write short notes on **any three** of the following :
- (a) Interdependence of Sales and Distribution
- (b) Theories of Selling
- (c) Motivational Techniques for Salespersons.
- (d) Methods of Sales Control
- (e) Functional Sales Organisation

SECTION - B

5. (a) A tractor dealer selling tractors in the state of Haryana in North India, intends to set Sales Quotas for his sales persons. Each sales person is assigned a particular area to cover (normally a district). Explain the various methods that can be used by the dealer to set Sales Quotas for his sales persons.
- (b) What type(s) of Sales Displays would you suggest for the following products :
- (i) Readymade Garments
- (ii) Jewellery
- Give reasons in support of your answers.
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