

MANAGEMENT PROGRAMME

Term-End Examination

December, 2015

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) What do you understand by non-verbal communication ? How does it help in sales interactions ?
(b) What specific preparations would you make to meet a prospect for sales negotiation ? Discuss.
2. (a) Explain the importance of computers in Sales Management.
(b) What are the major areas in which sales training can be imparted ? Briefly discuss the various methods of identifying training needs.
3. (a) Explain the sales territory planning process.
(b) What are the different reports generated to monitor sales force ? Discuss.

4. Write short notes on **any three** of the following :
- (a) Situations conducive for personal selling
 - (b) Psychological tests for selection of salespersons
 - (c) Need for sales organisation
 - (d) Guidelines for writing sales letters
 - (e) Steps in territory planning

SECTION - B

5. You have been retained as consultant by a company marketing household Solar Products like solar cookers, solar lanterns etc. nationally. You are required to prepare :
- (a) Sales Presentation
 - (b) Sales display plan
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