

02604

MANAGEMENT PROGRAMME

Term-End Examination

December, 2010

MS-62 : SALES MANAGEMENT

Time : 3 hours

Maximum Marks : 100

(Weightage 70%)

Note :

- (i) *Answer 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) Sales and Distribution Management supplement each other. Discuss with suitable illustration.
- (b) Explain the term Sales Presentation. What are the " Do's and Dont's " that a salesman should consider while planning for a successful business presentation ?

2. (a) What are the major objectives of sales display ? Briefly discuss the various types of displays used, giving suitable examples.
- (b) Rationalise the need for training the sales force. What makes sales training an going managerial activity ? Discuss.
3. (a) What are the objective of designing sales territories ? Discuss the approaches used for territory design.
- (b) Critically evaluate the various methods and approaches used for preparing sales budget.
4. Write short notes on *any three* of the following :
 - (a) Buying Formula theory of selling.
 - (b) Basic responsibilities of a salesman.
 - (c) Learning styles.
 - (d) Personal Selling Process.
 - (e) Sales Volume Quota.

SECTION - B

5. (a) Read the situation given below and answer the questions given at the end :

You are the Sales Manager of a fast moving consumer goods company that has just launched a new product. Although all the staff members are extremely excited about its potential, after only a few months on the market the product was generating disappointing responses and feedback from the buyers. Incidentally one of the salesperson recently heard a major wholesales, serving over 500 supermarkets, say : " We have had this product for three months and its not moving, so we are going to remove/discard it from the stores."

Questions

- (i) What is the course of action as the Sales Manager, in response to the wholesalers statement who is considered as the immediate salesman of the company?
 - (ii) As Head of sales identify tools that are available to help you in such scenario.
- (b) A Company into the manufacturing of plant and machinery has kept a Sales force to cover various geographical areas. Suggest a suitable compensation scheme for them.