

MANAGEMENT PROGRAMME

Term-End Examination

June, 2013

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. Discuss the key decision areas in sales management which are particularly relevant to strategy formulation.

2. (a) What are the various types of sales presentations ? Explain by giving suitable examples.
(b) Explain the typical structure of a presentation.

3. (a) Describe the methods of identifying training needs of the sales force .
(b) Discuss the factors influencing design of compensation schemes of a salesperson.

4. Write short notes on *any three* of the following :
- (a) Stages involved in execution of a sales order
 - (b) Differences between Written and Oral communication
 - (c) Interviewing techniques
 - (d) Need for sales organisation
 - (e) Qualities of a good sales person

SECTION-B

5. You have been retained as consultant by a company marketing Air Conditioners nationally. Prepare a detailed plan for :
- (a) Territory designing
 - (b) Setting sales quotas
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