

00625

**M.Sc. FASHION MERCHANDIZING AND
RETAIL MANAGEMENT (MSCFMRM)**

Term-End Examination

December, 2012

MFW-013 : SALES MANAGEMENT

Time : 3 Hours

Maximum Marks : 70

Note : All questions carry equal marks.

Attempt any seven questions.

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1. What do you understand by 'Personal Selling' ? 10
List and explain the various steps followed in the process of personal selling.
 2. What are the implications of promotional policies 10
on sales management ?
 3. What do you understand by sales personnel 10
turnover ? How can it be controlled ?
 4. Explain the procedure that the organisation 10
should follow while selecting the sales person.

5. Discuss different types of sales promotional tools. 10
6. What is the need of sales training program ? Explain the process of sales training program in detail. 10
7. Discuss the merits and demerits of national sales meetings and local sales meetings. 10
8. What do you understand by sales quota ? Explain the factors to be considered while setting the quota. 10
9. What are the characteristics of a good sales contest ? Explain the various steps in development of the sales contest. 10
10. Write short notes on *any two* : 2x5=10
- (a) Sales territories.
 - (b) Motivating The Sales Force.
 - (c) Relationship of sales department with purchase department.
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