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MMPM–002

MANAGEMENT PROGRAMME (MP)

Term-End Examination

December, 2023

MMPM–002 : SALES MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

(Weightage : 70%)

Note : Answer any *three* questions from Section A.

Section B is compulsory. All questions carry equal marks.

Section—A

1. (a) Explain the following terms with an example :
 - (i) Pre-approach stage in Sales Process
 - (ii) Non-verbal Communication
 - (iii) Structured Interview
 - (iv) Non-financial Incentives
- (b) Discuss the qualities that you consider essential for a salesman to be successful.

P. T. O.

2. (a) What interpersonal communication skills are needed in sales professional ? Discuss by taking a specific examples.
- (b) What constitute compensation ? Why is it essential to have a fair and adequate compensation plan for the company's sales force ? Discuss.
3. (a) Why is it important to monitor and control sales force and their activities ? Mention some of the key parameters for monitoring the sales force.
- (b) Furnish a comparative account of various types of sales quotas and identify the attributes of a good sales quota plan.
4. Answer any *three* from the following :
 - (a) Evolution of Sales Management
 - (b) Negotiation Strategies
 - (c) Sales Coaching *vs.* Induction Training
 - (d) Sales Control : Meaning and Purpose
 - (e) Usefulness of Marketing Cost Analysis

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Section-B

5. (a) Territory planning is major part of total sales planning function in an organization. Discuss its role, scope and various steps to a scientific method of territory planning for any company you are familiar with.
- (b) Discuss the process of developing a sales organization. What are the factors which affect the size of the sales organization ? Explain with an example.