

MANAGEMENT PROGRAMME

(MP)

Term-End Examination

December, 2023

MS-62 : SALES MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

Weightage 70%

Note : Answer any **three** questions from Section A.
Section B is compulsory.

Section—A

20 each

1. (a) Explain the major reasons for personal selling method being used extensively by firms. Discuss with an example of your choice.
- (b) What constitute selling skills in a sales job ? Discuss. In what situations do these skills help a salesperson in performing their job ? Illustrate with an example.

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2. (a) What are the distinctive characteristics of a sales job irrespective of the type of the industry ?
(b) Discuss some of the frequently used methods for identifying training needs of sales personnel.
3. (a) What is a sales territory ? Explain the significance of establishing sales territories and the goals that a firm could accomplish by way of having these territories in place.
(b) Explain why sales organizations are conceived in response to market and company requirement. Discuss the step-by-step process of developing a sales organization.
4. Write short notes on any *three* of the following :
 - (a) Buying-formula theory
 - (b) Principles of Negotiation
 - (c) Responsibilities of a salesman
 - (d) Criteria for designing a compensation package
 - (e) Purpose of sales quotas

Section-B

40

5. Elicit, is a premium and niche furniture brand foraying into Indian market. The brand caters both to home and office furniture requirement.

In the first phase of its operations the brand will be available in all the major metro cities in the country. The company will own and operate these exclusive outlets doing away with intermediaries. The core idea to own and operate is based on the premise that "Seeing is believing" and thereby to attract and ensure that genuine and need based potential customers would make a visit to these outlets to have a glimpse of the range, the quality and the workmanship that goes into each of their product offering.

Questions :

- (a) As HR staffing firm, what recruitment sources and methods of selection will be considered for hiring Branch Sales Managers (BSM) ? Clearly specify and furnish how you would go about choosing the right candidate for the said positions.
- (b) What advice and tips would you offer to the BSMs while hiring indoor salesman for their respective branches ? Explain.
- (c) Do these indoor salesmen require to be monitored ? Discuss how and why ?