

MMPM-002

Master of Business Administration (MBA) / Master of Business Administration (Online) (MBAOL) / Master of Business Administration (Marketing Management) (MBAMM) / Post Graduate Diploma in Marketing Management (PGDIMM)

ASSIGNMENT

For

July 2023 and January 2024 Sessions

MMPM-002: Sales Management

**(Last date of submission for July 2023 session is 31st October, 2023
and for January 2024 sessions is 30th April, 2024)**



**School of Management Studies
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
MAIDAN GARHI, NEW DELHI – 110 068**

ASSIGNMENT

Course Code	:	MMPM-002
Course Title	:	Sales Management
Assignment Code	:	MMPM-002/TMA/JULY/2023
Coverage	:	All Blocks

Note: Attempt all the questions and submit this assignment to the Coordinator of your study centre. Last date of submission for July 2023 session is 31st October, 2023 and for January 2024 sessions is 30th April, 2024.

1. a) Define the terms sales and sales management. Discuss briefly the sales strategy formulation process and its limitation if any.
b) Trace the evolution and growth of personal selling by the help of secondary data and internet sources as well.
2. a) Why communication skills are essential in sales job? Elaborate when and why non-verbal communication becomes essential in the context of sales situation. Substantiate.
b) Explain the concept of merchandising and its role and functions. Highlight the role of a sales person in the context of visual merchandising.
3. a) What is Job Analysis? Discuss with suitable examples the steps involved in planning recruitment function in an organization.
b) What are the objectives of sales evaluation? Explain the need and purpose of sales evaluation and control systems in the context of sales force management.
4. a) Explain the importance of sales forecasting its meaning purpose and scope. What are the quantitative methods of forecasting that a sales manager can use for the purpose of sales forecasting?
b) What is a sales organization? Discuss the need for a sales organization and the process involved in designing the sales organization.