

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 2024 and January 2025 Sessions

MMPM-002: Sales Management

**(Last date of submission for July 2024 session is 31st October, 2024
and for January 2025 sessions is 30th April, 2025)**



**School of Management Studies
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
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ASSIGNMENT

Course Code	:	MMPM-002
Course Title	:	Sales Management
Assignment Code	:	MMPM-002/TMA/JULY/2024
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 2024 session is 31st October, 2024 and for January 2025 sessions is 30th April, 2025.

- 1 a) Distinguish and discuss the terms Sales Vs. Marketing. Are these two terms synonymous? If yes, or no justify giving reasons.
- b) As you are aware that the sales management function in an organization is all about managing the personal selling effort. In the light of the above statement classify with suitable examples the various selling approaches that firms can pick and choose based on the nature of their businesses.
- Who according to you is an effective salesman? Explain the physical traits, the skills and the knowledge that every salesman should possess to evolve as a successful salesman for the organization.
- 2 a) Why communication skills are important for a salesman? With suitable examples discuss the various verbal and non-verbal communication skills that aid a salesman in their profession.
- b) What is negotiation? Highlight the basic principles that a salesman ought to consider during the negotiation stage with the customer.
- A young working professional from IT industry, wishes to buy a high end sports SUV from one of the leading global automobile manufacturer in India. Assume you have now reached the negation stage of the selling process. How would you equip yourself and what specific preparation you would do to meet the prospect for the final negotiation keeping in mind the nature of the product, the pricing, and the competition in the category?
- 3a) Discuss the meaning of merchandising and sales displays. Bring out the relationship between them by citing an example.

Explain some of the most important and frequently used design principles by marketer in effective display of their merchandising. Suggest a suitable example for each of these design principles.

- b) What makes an organization have adequate compensation plan for the company sales force? Discuss.

What the major reasons for a change in a sound compensation plan for the sales force.

- 4a) What is sales force motivation? Discuss some of the crucial and unconventional factors that impact the sales force motivation for success.

- b) Discuss the meaning, importance and need for sales territories.

Explain the various approaches to territory design that a sales manager can consider based on the need of the coverage, the cost and quantum of sales/business that can be generated.

