

**MS-62**

**Management Programme**

**ASSIGNMENT**  
**For**  
**January 2022 and July 2022 sessions**

**MS – 62: Sales Management**

**(Last date of submission for January 2022 session is 30<sup>th</sup> April, 2022  
and for July 2022 session is 31<sup>st</sup> October,2022)**



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

## ASSIGNMENT

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<b>Course Code</b>	<b>:</b>	<b>MS - 62</b>
<b>Course Title</b>	<b>:</b>	<b>Sales Management</b>
<b>Assignment Code</b>	<b>:</b>	<b>MS-62 /TMA/JAN/2022</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Note:** Attempt all the questions and submit this assignment to the coordinator of your study centre. **Last date of submission for January 2022 session is 30<sup>th</sup> April, 2022 and for July 2022 session is 31<sup>st</sup> October, 2022.**

1. (a) Distinguish Selling from Marketing with a suitable illustration.  
Explain the linkage of distribution function with sales management in a consumer durable company of your choice.  
(b) What is sales strategy? Discuss the sales strategy formulation for a newly introduced electric bike.
2. (a) Explain the various Selling Skills that a salesman should possess and why? Comment on the importance of Interpersonal communication process with an example.  
(b) What is Presentation in the context of selling? Discuss the various types of sales presentation and the situations where they can be used.
3. (a) Discuss the frequently used sources of recruitment for frontline salesman with suitable examples.  
Explain how training needs are identified in a medium size engineering company.  
(b) What are the ways in which a sales manager can motivate a salesman? Discuss.
4. (a) What are the various approaches involved in territory design? Elaborate.  
(b) When and why field sales organisation are developed? Discuss with an example and justify the need for establishing a sales organisation.