

**M.Sc. FASHION MERCHANDIZING AND
RETAIL MANAGEMENT (MSCFMRM)**

Term-End Examination

December, 2013

MFW-013 : SALES MANAGEMENT

Time : 3 Hours

Maximum Marks : 70

Note : Attempt any seven questions.

All questions carry equal marks.

1. What is sales management ? What are the various functions of sales management ? 10
2. What is sales quota ? What are the different quota's a sales manager can use ? Discuss the merit and demerits of quota system. 10
3. Describe and differentiate the selling process in consumer durable product (LG or Samsung) and service industry (Bank or Hospital). 10
4. Explain sales force motivation mix. support your answer with suitable example. 10
5. What is personal selling ? Outline objectives and importance of personal selling. 10

6. What are the different sources of recruitment ? 10
Why should the references of a candidate be checked before employing him/her ?
7. Explain the following : 10
(a) Sales Job Analysis
(b) Methods of Sales Budgeting
8. What are the key functions of a sales manager ? 10
Discuss it by taking the example of a fast food Restaurant.
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