

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

Term-End Examination

December, 2015

00231

MFW-013 : SALES MANAGEMENT

Time : 3 hours

Maximum Marks : 70

Note : Answer any seven questions. All questions carry equal marks.

1. Explain the relationship of sales department with distribution and marketing departments. 10
2. Explain Job analysis, Job description and Job specification. 10
3. Describe the various methods of sales promotion. Suggest the sales promotion tool for the following : 10
 - (a) Laptop
 - (b) Toys
 - (c) Tooth-paste

4. Discuss the term 'Sales territories'. What are the different reasons for establishing the sales territories ? 10
5. What do you understand by sales personnel turnover ? How can it be controlled ? 10
6. Explain the procedure that organisations should follow while selecting salespersons. 10
7. Discuss the various strategies of sales promotion. Suggest the sales promotion strategies for the following : 10
- (a) Herbal Shampoo
 - (b) Holiday in Village Resort
 - (c) Photocopier
8. Write short notes on any *two* of the following : 10
- (a) Motivating the sales force
 - (b) Relationship of sales department with purchase department
 - (c) Training sales personnel