

**MANAGEMENT PROGRAMME**

**Term-End Examination**

**December, 2016**

**MS-062 : SALES MANAGEMENT**

00125

*Time : 3 hours*

*Maximum Marks : 100*

*(Weightage : 70%)*

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- Note :** (i) *Attempt any three questions from Section-A.*  
(ii) *Section-B is compulsory.*  
(iii) *All questions carry equal marks.*
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**SECTION - A**

1. (a) Define personal selling. Explain the changing roles of sales person.  
(b) What are the various theories of personal selling? How these will be relevant for a retail chain?
2. (a) Explain the steps involved in negotiations.  
(b) What presentation strategy you would adopt for selling an industrial product? Explain.
3. (a) Explain the factors influencing design of compensation schemes for sales staff, giving suitable examples.  
(b) Define sales report. Explain the contents of good sales report.

4. (a) Explain the different types of sales organization structures.
- (b) Discuss how sales forecast and sales quotas are related to each other.

### SECTION - B

5. (a) Why is it becoming increasingly important for the marketers to properly manage the sales displays of their brands ?

How will you manage the displays effectively for the following :

- (i) A jewellery shop
  - (ii) A mobile phone store
- (b) As a regional manager of an electrical equipments manufacturing company, discuss the methods you would use to identify the training needs of your sales staff.

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