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MANAGEMENT PROGRAMME

Term-End Examination

December, 2018

MS-062 : SALES MANAGEMENT

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) Distinguish sales from personal selling. Evaluate the significance of personal selling under different conditions.
- (b) What are the various kinds of selling skills that are necessary for sales persons to be effective and productive in discharging their responsibilities ? Discuss.
2. (a) A firm has adopted a policy of hiring only experienced Sales persons and preferably having knowledge of selling similar or directly competitive products. What are the reasons for using this practice ? Discuss the merits and demerits of such a system.
- (b) Explain the types of direct and indirect compensation methods giving suitable examples.

3. (a) What is a sales organisation ? Explain the purpose and different types of sales organisation structures.
- (b) Elaborate the major functions of a sales manager.
4. Write short notes on **any three** of the following :
- (a) Difference between advertising and personal selling
- (b) Non-verbal communication
- (c) Principles of negotiation
- (d) Learning styles
- (e) Centralization Vs Decentralisation

SECTION - B

5. (a) Imagine that you have just been hired by a construction supplies company as a sales manager. You have a team of sales persons working under you. Design a suitable training programme for them.
- (b) Why it is important for sales people to be good listeners and good communicator ? Discuss by explaining two sales situations benefited by being a good listener and good communicator.
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