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**MS-62**

**MANAGEMENT PROGRAMME (M. P.)**

**Term-End Examination**

**December, 2020**

**MS-62 : SALES MANAGEMENT**

*Time : 3 Hours*

*Maximum Marks : 100*

*Weightage 70%*

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**Note :** Answer any *three* questions from Section A.

*Section B is compulsory. All questions carry equal marks.*

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**Section—A**

1. (a) Why is it necessary to set sales objectives both qualitative and quantitative ? Discuss these objectives.
- (b) Explain AIDAS theory of personal selling. Comment on its merits and demerits.
2. Explain the importance of sales presentation. What are the important variables that are to be considered while planning the presentation strategy ? Discuss.

3. (a) Explain the need and purpose of establishing sales organisation. Discuss functional type of sales organisation structure.
- (b) What is a sales budget ? Discuss the steps involved in preparing a sales budget.
4. Write short notes on any *three* of the following :
  - (a) Situations conducive for personal selling
  - (b) Attributes of a good sales quota plan
  - (c) Principles of negotiation
  - (d) Improving territory productivity
  - (e) Sales management audit

### **Section—B**

5. (a) Assume that you are a sales manager. You will be opening a new branch for which you intend to promote one of the existing salesperson as a branch manager. What qualities you would look for in selecting a person for the position of branch sales manager ?

- (b) Looking at the current overall status of automobile industry and its severe downturn since the last one year GM (sales and marketing) of an automobile company which offers a wide range of passenger cars is now concerned about the future sales of the company. As a Regional Manager you are asked by the GM to submit details about sales strategy that can be used to increase the sales.