

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

Term-End Examination

June, 2013

MFW-013 : SALES MANAGEMENT

Time : 3 Hours

Maximum Marks : 70

Note : Attempt any seven questions.

All questions carry equal marks.

1. What are the external and internal sources of recruitment ? If you have to recruit sales professional's for a highly technical product, what sources would you consider and why ? 10
2. What is sales organisation ? Describe the process of designing a sales organisation. 10
3. What do you understand by performance evaluation ? Explain it's process in detail. 10
4. Explain the various methods of sales promotion. 10
Suggest the sales promotion strategies for :
 - (a) Herbal Shampoo
 - (b) Holiday in village resort
 - (c) Photocopier

5. Write short notes on the following : 10
- (a) Situation conducive for personal selling
 - (b) Components of Sales Report
6. What are the various steps of territory planning ? 10
Do these steps remain the same irrespective of the product/market ? Explain it by taking the example of :
- (a) Soft drinks
 - (b) Industrial Lubricants
7. Explain the relation of sales department with 10
various other departments in an organisation.
8. In the light of the changing role of sales person, 10
explain the qualities of good sales personal with
the help of suitable examples.
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