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MFR-022

**M.Sc. (RETAIL AND FASHION MERCHANDISE)
(MSCRFM)**

Term-End Examination

June, 2017

00123

**MFR-022 : FUNDAMENTALS OF SALES
MANAGEMENT**

Time : 3 hours

Maximum Marks : 70

Note :

- (i) *Attempt any seven questions.*
- (ii) *All questions carry equal marks.*

1. "Marketing starts with the needs of the consumers and ends with their satisfaction." Keeping the statement in mind, draw a relationship between sales and marketing. 10
2. (a) What is personal selling ? Outline objectives and importance of personal selling.
(b) Briefly discuss the process of personal selling. 2×5=10
3. What is the meaning of sales force performance ? Explain determinants of sales force performance. 10

4. What do you mean by sales meeting ? What steps may be followed to conduct a meeting ? Explain the different types of sales meetings. 10
5. The aim of training is to make the salesperson more competent to the assigned job. How will you identify the training needs of a salesman ? What are the various methods of training a salesman ? 10
6. What do you understand by sales related marketing policies ? Explain pricing and promotional policies. 10
7. Clarify the concept of sales territory and discuss the reasons for establishing sales territories. 10
8. Answer any *two* of the following : $2 \times 5 = 10$
- (a) Explain reimbursement of sales expenses policies.
 - (b) Explain the steps involved in designing a compensation plan.
 - (c) Describe the different types of customer values.
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