

00975

MANAGEMENT PROGRAMME

Term-End Examination

June, 2018

MS-062 : SALES MANAGEMENT

Time : 3 hours

Maximum Marks : 100

(Weightage : 70%)

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- Note :** (i) *Answer 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) What is Sales Management ? Discuss the key decision areas in Sales Management.
(b) Why are Sales Presentations important in selling jobs ? Discuss the various types of Sales Presentations with suitable examples.

2. (a) Discuss the distinctive characteristics of a Sales job. List out the basic responsibilities of a Salesman and comment on the specific activities that he/she should perform.
(b) Explain the steps in training process. How would you identify need for training in the following situations ?
 - (i) Pharma Selling
 - (ii) Banking Services

3. (a) What is Sales planning? Discuss the various steps that a sales manager should consider in territory planning for achieving the desired results.
- (b) Discuss the role of a Sales Executive in sales organization.
4. Write short notes on **any three** of the following :
- (a) Qualities of a good sales person
- (b) Buying formula theory of selling
- (c) Principles of display
- (d) Motivation of the sales force
- (e) Improving the territory productivity

SECTION - B

5. (a) A customer raises the following reservations "I really like all the things this copies does, but I don't think that it is going to be very reliable. With all those features, something is got to go wrong".
- "Your price for this copies is higher than the price I saw advertised on the internet". How would you respond and resolve these objections to get a sale ?
- (b) A FMCG company wants to market premium shaving cream for which it wants to use sales force. How would you go about insetting sales quotas for their salespersons to be deployed in different territories ?