

**MANAGEMENT PROGRAMME**

**Term-End Examination**

**June, 2019**

01832

**MS-062 : SALES MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 100  
(Weightage 70%)*

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*Note : Attempt any **three** questions from Section A.  
Section B is **compulsory**. All questions carry equal marks.*

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**SECTION A**

1. (a) What are sales objectives ? Why are sales objectives stated in Qualitative and Quantitative terms ? Discuss.
- (b) What are the Product and Market situations conducive to the use of Personal Selling ? Give suitable examples.
2. (a) What is Sales Presentation ? Explain the various types of sales presentations and in what situations they can be adopted.

- (b) What are the basic components of a compensation package ? Why is it essential to have an adequate compensation package for the firm's sales force ? Discuss.
3. (a) Mention some key parameters that are used to monitor sales force and their importance in the performance appraisal system.
- (b) Discuss the criteria that you would consider while planning territory for sales force. Briefly explain the steps involved in territory planning.
4. Write short notes on any *three* of the following :
- (a) AIDAS Theory
  - (b) Non-verbal Communication
  - (c) Job Analysis
  - (d) Functions of a Sales Manager
  - (e) Methods of Sales Budgeting

## SECTION B

5. As a sales manager of a leading Mumbai based pharma company, you have been assigned the task of recruiting missionary salespersons (Medical representatives) for their eastern region.
- (a) What recruitment sources would you consider and why? Justify.
  - (b) What will be the rationale for identifying training needs for the newly hired sales team?
  - (c) What are the broad areas you would consider for imparting training?
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