

MANAGEMENT PROGRAMME (MP)

Term-End Examination

June, 2020

MS-62 : SALES MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

*Note : (i) Answer any three questions from
Section A.*

(ii) Section B is compulsory.

(iii) All questions carry equal marks.

Section—A

1. (a) What is Sales Management ? Discuss its objectives for a business firm.

- (b) Distinguish personal selling with salesmanship. Discuss with a specific example the reasons for the growing importance of personal selling in the current business environment.
2. (a) What are Selling Skills ? Explain the significance of oral communication and non-verbal communication in a sales situation.
- (b) Explain the commonly used recruitment sources for hiring salesperson. Why recommendation of present salesperson is considered as a good choice ? Discuss.
3. (a) What are the objectives of establishing sales territories ? Discuss the steps involved in territory planning.

- (b) Explain the meaning and importance of sales quotas. Why sales volume quota are commonly used by firms ?
4. Write short notes on any *three* of the following :
- (a) Qualities of a good salesperson
 - (b) Closing the sale
 - (c) Objectives and principles of sales display
 - (d) Motivation of sales force
 - (e) Any *two* methods of sales budgeting

Section—B

5. (a) What are the various steps involved in the sales process ? How would the sales process differ in the following cases ?
- (i) Five star hotel representative selling services to the senior executive of a company.
 - (ii) Pharmaceutical company salesman calling upon medical doctors.

- (b) What are the factors influencing the design of compensation schemes for salespersons ? Suggest appropriate components of compensation that you would suggest for the following and why ?
- (i) A young bachelor selling computer software for MSMEs.
 - (ii) A married senior institutional salesperson with grown-up children selling medical equipment.