

MANAGEMENT PROGRAMME
Term-End Examination
June, 2021

MS-062 : SALES MANAGEMENT

Time : 3 hours

Maximum Marks : 100
(Weightage : 70%)

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

SECTION A

1. What is Sales Management ? How would you formulate Sales Strategy for the following ?
 - (a) Electric car company
 - (b) Tourist packages

2. (a) What makes oral and written communication skills critical in a sales job ? Pick up a suitable sales situation to explain how these skills complement each other.
 - (b) Explain the various types of presentations you are familiar with, citing suitable examples.

3. (a) What are the components of compensation ? Explain the different kinds of compensation plans (both direct and indirect).
- (b) Why does territory planning assume a key responsibility of a Sales Manager ? Discuss the approaches to territory design in managing the sales function effectively.
4. Write short notes on any *three* of the following :
- (a) Interdependence of Sales and Distribution
- (b) Stages of Negotiation
- (c) Responsibilities of a Salesperson
- (d) Contents of a Sales Report
- (e) Centralization vs. Decentralization in Sales Organisation

SECTION B

5. A fast growing mid-sized Indian pharmaceutical company is into the business of formulations for the last 30 years. As a diversification strategy, the company now wishes to foray into speciality chemicals business in view of the ample opportunities it offers.

The sales function of the current pharma business is handled by missionary salesmen across all Indian States. Despite having a huge sales team which can also manage the new line of business, yet top management is of the view that a fresh team would be more appropriate to handle this line of business in view of its nature and the diverse areas of application unlike pharma selling.

- (a) As an HR staffing firm, what recruitment sources and methods of selection will be considered for hiring four Regional Sales Managers (RSM) ? Clearly specify and furnish how you would go about choosing the right candidates for the said positions.
- (b) What advice or tips would you wish to offer to the RSMs while hiring front line salespersons for their respective regions ? Discuss.
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