

**MANAGEMENT PROGRAMME**

**Term-End Examination**

**June, 2022**

**MS-062 : SALES MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 100*

*(Weightage : 70%)*

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

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**SECTION A**

1. (a) What is Sales Management ? Discuss the major functions of sales management in a manufacturing firm.
- (b) Elaborate on the changing role of personal selling.
2. (a) What are "Selling Skills" in the context of a 'Sales Job' ? Discuss the various types of sales skills that a salesman should possess.
- (b) How would the sales process differ in the following :
  - (i) Salesman promoting credit cards ?
  - (ii) Salesman selling residential properties ?

3. (a) Select any firm of your choice and explain how an effective sales organisation can be designed.
- (b) How are the roles and responsibilities of an industrial sales manager different from those of a consumer goods sales manager ? Discuss.
4. Write short notes on any *three* of the following :
- (a) Determination of the type of salesforce needed
- (b) Role of non-verbal communication in personal selling
- (c) Responsibilities of a salesman
- (d) Contents of sales reports
- (e) Sales Volume Quota

## SECTION B

5. APL is a city-based electric vehicles startup which commenced delivery of Alpha1.0, a new generation electric bike. The cost effective, performance-oriented and stylish electric bike was handed over to the first ten customers by the founder CEO at their manufacturing plant, on the outskirts of Hyderabad, in the State of Telangana.

According to the CEO, the Alpha1.0 e-bike launched during September 2020 had generated widespread interest in the market. The bike was specifically designed and targeted for the needs of upwardly mobile Indian consumers with a competitive base price of ₹ 50,000 only.

The bike is powered by a lithium-ion battery pack that charges in just four hours and offers a range of 100 kmph in a single charge. The bike does not need registration and the person driving it does not need a license.

Since its launch, the company has received over five hundred bookings from across India. Looking at the positive response, the company is now contemplating to establish company outlets as a one-stop shop for the customers, offering the best

of sales and service. To begin with, the company would be considering those locations where they have received sizeable bookings.

- (a) What recruitment sources will be considered for appointing a sales and service team for the company's outlet ? Justify.
  - (b) Identify the areas where training is essential for a product of this kind ? Discuss the components of the training program so identified.
  - (c) Propose a suitable yet an attractive type of sales display to build traffic and enhance the sales of the outlet.
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