

MMPM-002

Master of Business Administration(MBAOL)

Sales Management

Duration: 3 hours

Maximum marks: 100

(Wiegthage -70%)

Section- A

Answer any Five Questions. Each question carry 4 marks.(5x4=20)

1. Describe the key decision areas in sales management.
2. What is remote communication?
3. Explain the key objectives of sales display and their importance in customer pull.
4. What are the main characteristics of sales job irrespective of the type of Industry?
5. Distinguish sales leadership from sales management.
6. Explain the primary activities planned in the sales programme planning.
7. The negotiating continuum

Section-B

Answer any Five Questions. Each question carry 10 marks.(5x10=50)

8. Discuss the various types of personal selling methods with a suitable example.

9. Discuss the objectives of communication in the context of sales function. How non-verbal communication is relevant to effective personal selling?
10. Why and when Face to Face interview is the most commonly used as a selection tool?
11. As a sales manager, discuss the essential criteria that should be kept in mind while designing pharmaceutical sales force compensation package?
12. Explain your understanding of the term sales coaching. List out the principles involved in sales coaching.
13. What are the essential and most common components of sales reports across companies?
14. Discuss the meaning, importance and purpose of sales budget.

### Section-C

Answer any two Questions. Each question carries 15 marks (2x15=30)

15. Discuss the sales process that you would propose in the following situations and why?
  - (a) An IT SME firm promoting ERP solutions for SME sector
  - (b) An automobile company selling e-buses for State Road Transport Corp.
16. Discuss the process of identifying training needs of salespersons. What kind of training programme would you suggest in the following situations and why?

- (a) Training engineering graduates for a company selling textile machinery
- (b) Training senior salespersons identified for taking middle management positions in the company.

17. Discuss the process of developing a sales organization. What are the factors which affect the size of the sales organization? Explain with an example.