

No. of Printed Pages : 3

**MMPM-002**

**MASTER OF BUSINESS  
ADMINISTRATION (MBA)**

**Term-End Examination**

**June, 2024**

**MMPM-002 : 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) Explain the following terms with an example :
  - (i) Consultative Selling
  - (ii) Written Communication
  - (iii) Structured Interview
  - (iv) Non-Financial Incentives

**P. T. O.**

- (b) Explain the evolution of sales management function over the time.
2. (a) Trace the growing importance of personal selling in the Indian context.
- (b) Discuss the objective of communication in the context of sales function. How non verbal communication is relevant to effective personal selling ?
3. (a) As a sales manager, furnish the essential criteria that should be kept in mind while designing a sales force compensation package ? Elucidate the reasons that may be attributed for the failure of compensation plans.
- (b) What is sales leadership ? Discuss the role and importance of a sales leader and the styles one should adopt in leading a sales team.
4. Answer any three from the following :
- (a) Strategies for approaching prospects
- (b) Negotiating continuum
- (c) Employment agencies
- (d) Sales reporting

**Section—B**

5. You have been hired as the new VP-Sales of a leading brand of men's apparels and your first task is to assess the company's sale force evaluation system. You asked several sales managers how they evaluate their salespeople. They all indicated that their sales executives are ranked according to quarterly sales volume. Since salary raise are given based on these ranking, all the sales managers feel that this is a reasonably good, objective appraisal system.

*Questions :*

- (a) How do you feel about his type of sales force evaluation system ? Explain.
- (b) Could any other evaluation criteria be used here ? Why or why not ? Explain.