

**MMPM-002**

**Management Programme**

**ASSIGNMENT**  
**for**  
**July 2022 and January 2023 sessions**

**MMPM-002: Sales Management**

*(Last date of submission for July 2022 session is 31<sup>st</sup> October, 2022 and for  
January 2023 session is 30<sup>th</sup> April, 2023)*



**School of Management Studies**  
**INDIRA GANDHI NATIONAL OPEN UNIVERSITY**  
**MAIDAN GARHI, NEW DELHI – 110 068**

## ASSIGNMENT

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<b>Course Code</b>	:	<b>MMPM-002</b>
<b>Course Title</b>	:	<b>Sales Management</b>
<b>Assignment Code</b>	:	<b>MMPM-002/TMA/SEM-II/2022</b>
<b>Coverage</b>	:	<b>All Blocks</b>

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**Note:** Attempt all the questions and submit this assignment to the coordinator of your study centre. **Last date of submission for July 2022 session is 31<sup>st</sup> October, 2022 and for January 2023 session is 30<sup>th</sup> April, 2023.**

1. (a) Trace the evolution of sales management functional. Explain the role of sales function in marketing and the key decision areas which guide in the formulation of sales strategy.  
(b) Explain the reasons for the growing importance of personal selling in the Indian context. Elaborate the situations conducive for personal selling.
2. (a) How and why communication skills are vital in sales situations that help in better understanding in sales transactions. Discuss with an example.  
(b) Distinguish merchandising and sales displays. Comment on the various types of sales displays that you are familiar with.
3. (a) Discuss the major sources of recruitment that you would consider for the selection of fresh management graduates for an FMCG company. Give reasons for the choice.  
(b) What is direct and indirect compensation with reference to salesman? Discuss with an example.
4. (a) What are the objectives of sales territories? Discuss the criteria in establishing sales territories.  
(b) Explain sales management audit as a strategic dimension of sales control.