

**MS-62**

**Management Programme**

**ASSIGNMENT**  
**For**  
**January 2023 and July 2023 Sessions**

**MS-62: Sales Management**

**(Last date of submission for January 2023 session is 30<sup>th</sup> April, 2023  
and for July 2023 sessions is 31<sup>st</sup> October, 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>:</b>	<b>MS - 62</b>
<b>Course Title</b>	<b>:</b>	<b>Sales Management</b>
<b>Assignment Code</b>	<b>:</b>	<b>MS-62/TMA/JAN/2023</b>
<b>Coverage</b>	<b>:</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 January 2023 session is 30<sup>th</sup> April, 2023 and for July 2023 session is 31<sup>st</sup> October, 2023.**

1. (a) Distinguish sales from marketing and explain the terms. Elaborate the need and scope for the interdependence between sales and distribution functions.  
(b) Explain the terms “Personal Selling” and “Salesmanship” with suitable illustrations. Try and track the growing importance of personal selling in the last decade. (You may access secondary data sources/Internet-source)
  
2. (a) What are Selling Skills? List out the sellings skills and the role, scope and significance in selling jobs. Pickup one each from FMCG Company and another from a service firm and explain the importance of these skills. .  
(b) What is negotiation? Discuss the steps involved in negotiation.
  
3. (a) What are the components of compensation? Explain the various kinds of compensation plans (both direct and indirect).  
(b) Why does territory planning assumes a key responsibility of a sales manager? Discuss the approaches to territory design in managing the sales function effectively.
  
4. (a) What are the needs and the reasons for establishing sales organization in an enterprise? Discuss.  
(b) Explain the need and objectives of monitoring sales forces. Discuss the basic issues in the evaluating process of salesman.