

**MS-62**

**Management Programme (MP)/ Post Graduate Diploma in Marketing  
Management (PGDMM)**

**ASSIGNMENT  
For  
January 2024 and July 2024 Sessions**

**MS-62: Sales Management**

**(Last date of submission for January 2024 session is 30<sup>th</sup> April, 2024  
and for July 2024 sessions is 31<sup>st</sup> October, 2024)**



**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/2024</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 2024 session is 30<sup>th</sup> April, 2024 and for July 2024 session is 31<sup>st</sup> October, 2024.**

1. (a) Explain the terms sale and distribution in the context of sales management function. Discuss the role of sales and distribution strategy in the exchange process.  
(b) Discuss the term, scope and evolution of personal selling in the Indian context. List out and explain the situations conducive for personal selling.
  
2. (a) What are selling skills? Discuss the various selling skills that you are familiar. Highlight how these selling skills help enable sales personnel.  
(b) Distinguish between recruitment and selection. When and why selection process assume significance? Highlight the most commonly used selection tools.
  
3. (a) Elaborate the significance and purpose for training in an organisation. Discuss the methods of identify training needs. What makes sales training a continual activity?  
(b) Explain the need and key objectives of monitoring sales function in an organization. Discuss the basic issues that one has to consider in the evaluation of salesmen.
  
4. (a) Explain the term sales territories. Discuss the steps involved in territory planning and its importance.  
(b) Explain the purpose of sales forecast and sales quotas in the context of sales management function.  
Discuss the meaning and importance of sales budgeting. What are the various methods that a sales manager would consider in preparing the sales budget?