

MS- 62

Management Programme

**ASSIGNMENT
FIRST SEMESTER
(January to June)
2021**

MS-62: Sales Management



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

ASSIGNMENT

Course Code : MS - 62
Course Title : Sales Management
Assignment Code : MS-62 /TMA/SEM - I/2021
Coverage : All Blocks

Note: Attempt all the questions and submit to the coordinator of your study centre on or before 30th April, 2021.

1. (a) Explain with a suitable example the major differences/ activities performed between Sales and Marketing function performed in a FMCG Company.

(b) Discuss the sales process that you would adopt in the following situations and why?

(a) IT company selling Banking software

(b) Company selling Buses for State Road Transport

2. (a) What do you understand by selling skills in sales function? Explain with a suitable example the different kinds of selling skills that a salesman ought to possess.

(b) Discuss the objectives of recruitment and selection functions in any firm that you are associated or familiar with.

What recruitment sources will you recommend for the following & why?

(i) Missionary Salesman for a Pharma Company

(e) Salesman for promoting Banking products

3. (a) When and why training assumes importance for a Salesman? Discuss. Do you agree that sales training should be a continued and an on going activity? Elaborate.

What is sales planning? Why territory planning is of strategic importance for sales function?

Briefly explain the approaches to territory design.

4. (a) Explain the need for sales Organisation in a FMCG company of your choice.

(b) Discuss the role and responsibilities of:

(a) Sales Executive of a courier company.

(b) Sales Manager of a Academic Publishing House.