

MANAGEMENT PROGRAMME

Term-End Examination

December, 2013

MS-62 : SALES MANAGEMENT

Time : 3 hours

Maximum Marks : 100

(Weightage : 70%)

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- Note :** (i) Attempt **any three** questions from section A.
(ii) Section B is compulsory.
(iii) All questions carry **equal** marks.
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SECTION - A

1. (a) Explain the AIDAS theory of selling, giving suitable examples.
(b) Discuss the diverse sales situations and different sales positions in these situations.
2. (a) Describe salient principles of effective presentation.
(b) Discuss briefly the different steps of negotiation.
3. (a) Explain the parameters that can be employed to monitor sales-force performance.
(b) Discuss the various types of sales reports to be filled by sales personnel.

4. Write short notes on *any three* of the following :
- (a) significance of personal selling.
 - (b) Objectives of Sales Displays.
 - (c) Specialisation in a field of sales organisation.
 - (d) Types of sales quotas.
 - (e) Steps in territory planning.

SECTION - B

5. You are the Chief Marketing Officer (CMO) of a large FMCG company manufacturing personal care products. The sales revenues of the company have been declining for the past few years. You have been asked by the top management to prepare a plan to suggest remedial measures involving training and motivation of the sales force. Prepare a comprehensive plan incorporating the same.
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