

**M.Sc. FASHION MERCHANDISING AND  
RETAIL MANAGEMENT (MSCFMRM)**

**Term-End Examination**

**00385**

**December, 2014**

**MFW-013 : SALES MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 70*

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**Note :** *All questions are **compulsory**. All questions carry equal marks.*

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1. Explain the Functional organisation of sales.  
How is it different from Line and Staff sales  
organisation ? 10
  
2. Describe the functions of Sales Executive. What  
are the essential qualities for an effective Sales  
Executive ? 10
  
3. Explain the process of Personal Selling in detail. 10
  
4. Explain the merits and demerits of Line and Staff  
sales organisation. 10

5. Explain the relationship of Sales department with the Distribution Network department. 10
  6. How do you control the salesforce activity ? Identify the sources of salesforce in recruitment. 10
  7. Explain the roles and responsibilities of a Sales Manager at a Sales department. Discuss the criteria to judge the performance of a Sales Manager. 10
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