

**M.Sc. RETAIL AND FASHION
MERCHANDISE (MSCRFM)**

00487

**Term-End Examination
December, 2016**

**MFR-022(S) : FUNDAMENTALS OF SALES
MANAGEMENT**

Time : 3 hours

Maximum Marks : 70

Note :

- (i) *Attempt any seven questions.*
- (ii) *All questions carry equal marks.*

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1. Define the following : *2×5=10*
 - (a) Routing
 - (b) Cross selling
 - (c) Psychological Customer Value
 - (d) National Sales Meeting
 - (e) ACMEE

 2. How is sales different from sales management ?
Why is sales management considered as an important function ? Discuss. *10*

 3. What are the advantages of Personal Selling ?
Briefly describe the seller oriented personal selling theories. *10*

4. Mere monetary benefits can no longer motivate salesforce. Do you agree ? Discuss the importance of using a combination of monetary and non-monetary incentives. 10
 5. How is job description different from job specification ? Elaborate the general selection process of any organization. 10
 6. What are the objectives of setting sales quotas ? Define different types of sales quotas. 10
 7. What is the meaning of sales related marketing policies ? Discribe product policy and distribution policy. 10
 8. Explain the process of developing a sales organization. Discuss the factors that affect the size of the sales organization. 10
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