

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

Term-End Examination

December, 2016

**MFR-022 : FUNDAMENTALS OF SALES
MANAGEMENT**

Time : 3 hours

Maximum Marks : 70

Note : (i) Attempt seven questions in all.

(ii) All questions carry equal marks.

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1. Define sales management. Describe the role of sales executive as a coordinator. 10
 2. What is the meaning of sales related marketing policies ? Describe pricing policies. 10
 3. Discuss the importance of 'Sales Resistance' in the selling process. How do sales person cope up with the same ? Support your answer by citing example of a consumer durable good. 10
 4. Explain in detail, various important steps involved in selection process. 10
 5. What do you understand by sales organisation ? Describe various types of sales organisation. 10

6. How job description is different from job specification ? Elaborate the general selection process of any organization. 10
 7. What are the objectives of setting sales quotas ? Define different types of sales quotas. 10
 8. What is the meaning of compensation plan ? Explain different types of compensation plan. 10
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