

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

**Term-End Examination**

**December, 2017**

00420

**MFW-013 : SALES MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 70*

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*Note : Attempt any **seven** questions. All questions carry equal marks.*

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1. Elaborate some of the commonly used parameters to monitor the performance of a sales team. 10
2. What is Sales Quota ? What are the different quotas a sales manager can use ? List the merits and demerits of each method. 10
3. What are the various steps of territory planning ? Do these steps remain the same irrespective of the product/market ? Explain with the following examples : 10
  - (a) Soft drinks
  - (b) Books
4. How do you motivate the sales force ? Suggest suitable motivation techniques. 10

5. What are the characteristics of a good training programme ? Describe the methods of training. 10
  6. State the importance of personal selling and explain the various steps followed in the process of personal selling. 10
  7. While selecting a salesperson what type of information should be sought from the candidate in an application form ? Why should the reference of the candidate be checked before employing him/her ? 10
  8. What are the external and internal sources of recruitment ? If you have to recruit sales professionals for a highly technical product, what sources would you consider and why ? 10
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