

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

Term-End Examination

December, 2017

00471

**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. Answer any **two** of the following : **2×5=10**
 - (a) Explain reimbursement of sales expenses policies.
 - (b) Describe various sales training methods.
 - (c) Narrate routing and scheduling of sales territories.

 2. What are sales territories ? Describe the reasons and procedure for establishing sales territories. **10**

 3. What do you understand by personal selling ? Describe the personal selling process in detail. **10**

4. Why is performance evaluation of a salesperson important ? Describe the steps involved in evaluating and controlling sales-force performance. 10
 5. What do you mean by recruitment ? Elaborate the important sources of recruitment. 10
 6. What is a compensation plan ? Explain various types of compensation plans. 10
 7. What is "Sales Job Analysis" ? Briefly describe each of the sub-heads in which it is being carried out. 10
 8. What are the key functions of a Sales Manager ? Discuss with example of a fast food restaurant. 10
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