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MS-62

MANAGEMENT PROGRAMME (MP)

Term-End Examination

December, 2021

MS-62 : SALES MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

Weightage 70%

Note : Answer any *three* questions from Section A.

Each questions carries 20 marks. Section B is compulsory carries 40 marks.

Section—A

1. What is personal selling process ? Briefly discuss the various stages involved in personal selling process by highlighting the importance of each of these stages.
2. (a) What is sales presentation ? Explain the typical structure of a sales presentation.

(b) What are the major objectives of sales displays ? Explain the design patterns that are available for the retailer to make displays more effective.

3. (a) What is the logic of sales training programme ? Why sales training is viewed as a continual managerial activity ? Discuss.

(b) Explain the five steps involved in developing a sales organisation.

4. Write short notes on any *three* of the following :

(a) Qualities of good sales personnel

(b) Motivating the retailers

(c) Improving territory productivity

(d) Attributes of a good sales quota plan

(e) Role of computers and its application in sales function

Section—B

5. (a) Assume that you have bright chances of being hired by a large sized cement company for a middle level sales manager's position with independent operations. In the process of the interview for the said position you are asked what you think would be a 'Fair' compensation package that would be suitable ? Using the information that is available in the course material answer the following :

Questions :

- (i) Propose the basic components of compensation package for the above position.
- (ii) What factors would you consider for proposing suitable compensation package and why ?

- (b) Choose any product/service of your choice or any specific company that you would like to work for as a salesperson. How would you generate and qualify leads ? Discuss with an example.