| **MMPM-002**

MANAGEMENT PROGRAMME (MP)
Term-End Examination
December, 2022

MMPM-002 : SALES MANAGEMENT

Time : 3 hours   *Maximum Marks : 100*

Weightage : 70%

Note : *Answer any **three** questions from Section A. Section B is **compulsory**. All questions carry equal marks.*

SECTION A

1. (a) Explain the following terms with an example :

   (i) Personal Selling

   (ii) Verbal Communication

   (iii) Personal Interview

   (iv) Sales Territory

   (b) Discuss the role and nature of sales function in marketing.

2. (a) What are the objectives of sales display ? How can these objectives be met when a company is launching the following ?

   (i) A new model of SUV

   (ii) A new range of Ayurvedic shampoo

   (b) What are the attributes of a good sales quota plan ?

3. (a) Explain the importance of sales compensation. Discuss the reasons that can be attributed for the failures of compensation plans.

(b) Explain the role and importance of sales forecasting in sales management function.

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

(a) Classification of Consumer Goods

(b) Visual Merchandising

(c) Salesman of Non-Competing Companies

(d) Managing Sales Forecast

(e) Field Sales Organisation

SECTION B

5. (a) What is "Sales Job Analysis" ? 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 ?

(b) Explain the need and purpose of monitoring the sales force. Why are sales reports important in evaluating the performance of sales force ? Discuss the most commonly used sales reports and their advantages and limitations.

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