

MANAGEMENT PROGRAMME

Term-End Examination

December, 2022

MS-062 : 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) What are the objectives of Sales Function ?
Discuss the linkage between sales and distribution.
- (b) Explain the meaning and importance of Sales Quotas. Discuss the attributes of a good sales quota plan.
2. Explain the general guidelines for effective Sales Presentation.
Suggest Sales Presentation strategy for the following :
 - (a) Group holiday package
 - (b) Insurance policy

3. (a) Discuss the two most commonly used approaches to territory design.
- (b) Explain the needs and objectives of Salesforce Monitoring. What are the various parameters considered to measure the effectiveness and performance of Sales personnel ?
4. Write short notes on any **three** of the following :
- (a) Principle of Negotiation
- (b) Motivation of Salesforce
- (c) Need for Sales Territories
- (d) Methods of Sales Budgeting
- (e) Centralisation vs. Decentralisation in Sales Organisation

SECTION B

5. (a) Assume that you have participated/attended a sales promotion event. Did you attend the promotion in response to other marketing communications, for example, advertising ? If so, why ? If not, why not ?

Did you buy the promoted product
(i) immediately after the event, and
(ii) later as a result of that event ? Give reasons.

- (b) As a sales manager, you have been assigned the task of establishing a new branch for which you intend to promote one of the existing salespersons as a branch manager. What are the criteria and qualities that you would look for in selecting a person for the position of branch sales manager ?

- (c) Describe a previous shopping trip in which you interacted with a salesperson. Evaluate to what extent the salesperson's words and actions influenced your buying or not buying the merchandise.

If you were the salesperson's manager, what suggestions would you make to improve the salesperson's effectiveness ?
