

**M.Sc. FASHION MERCHANDIZING & RETAIL
MANAGEMENT (MSCFMRM)**

00595

Term-End Examination

June, 2012

MFW-013 : SALES MANAGEMENT

Time : 3 Hours

Maximum Marks : 70

Note : All questions carry equal marks.

Answer any seven questions.

1. What are the characteristics of a good training program ? Describe the methods of training. 10
2. Explain the relationship of sales department with distribution and marketing department. 10
3. State the importance of personal selling and explain the various steps followed in the process of personal selling. 10
4. Explain Job analysis, Job description and Job specification. 10

5. While selecting the sales person, 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
6. Explain the various methods of sales promotion. Suggest the sales promotion tool for : 10
- (a) Laptop
 - (b) Toys
 - (c) Toothpaste
7. What are the attributes of good sales quota ? What are the different types of sales quota ? 10
8. Explain the term sales territories. What are the different reasons for establishing the sales territories ? 10
9. What is a sales contest ? Explain the procedure that a company should follow while developing sales contests. 10
10. write short notes on *any two* : 2x5=10
- (a) Sales Meeting
 - (b) Motivation
 - (c) Training sales personnels.
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