

00863

MANAGEMENT PROGRAMME

Term-End Examination

June, 2012

MS-62 : SALES MANAGEMENT

Time : 3 hours

Maximum Marks : 100

(Weightage 70%)

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- Note :** (i) *Attempt any three questions from Section-A.*
(ii) *Section-B is compulsory.*
(iii) *All questions carry equal marks.*
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SECTION-A

1. Discuss the situations conducive for personal selling. Explain the qualities of a good sales person.
2. You have been appointed as a sales manager and assigned the task to sell 3-D televisions to a chain of hotels. Develop a presentation strategy to sell the same.

3. (a) Describe characteristics of sales related jobs. What are basic responsibilities of a salesman ? Explain.
- (b) Discuss the factors influencing the design of compensation schemes for salespersons.
4. Write short notes on *any three* of the following :
- (a) Role of non-verbal communication in sales interactions.
- (b) Territory coverage planning
- (c) Types of Sales Organisation structure.
- (d) Attributes of a good sales- quota plan.
- (e) Difference between advertising and personal selling.

SECTION-B

5. (a) You are assigned the task of setting up Sales Management Information system for the sales department of a company that manufactures CFL bulbs. Design and develop a suitable Sales Management information system for the same describing in brief the salient features of the same.
- (b) The above company intends to sell CFL bulbs to a large organisation. You have been asked to conduct the negotiations for the same. Discuss the various steps you would undertake in this regard.
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