

**M.Sc. FASHION MERCHANDISING AND  
RETAIL MANAGEMENT (MSCFMRM)**

**Term-End Examination**

00237

June, 2014

**MFW-013 : SALES MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 70*

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**Note :** *Attempt any seven questions. All questions carry equal marks.*

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1. Elaborate some of the commonly used parameters to monitor the performance of sales team. 10
2. Discuss the methods of compensation adopted in Sales Management. List the advantages and disadvantages of each method. 10
3. What is Sales Quota ? What are the different Quotas a Sales Manager can use ? List the merits and demerits of each method. 10
4. Define Pricing Policy. Explain its objectives for sales related marketing policies. 10

- 5.** What are the various steps of territory planning ?  
Do these steps remain the same irrespective of  
the product/market ? Explain with the following  
examples : *10*
- (a) Soft drinks
  - (b) Books
- 6.** Recruitment and Selection by the company itself  
or from the Agencies — which is best and why ?  
Explain. *10*
- 7.** How do you motivate the sales force ? Suggest  
suitable motivation techniques. *10*
- 8.** Explain AIDAS theory of Selling situations. *10*
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