

MANAGEMENT PROGRAMME

Term-End Examination

June, 2016

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. (a) Explain the role of computerized sales management system in modern marketing environment.
(b) What are sales display objectives ? Explain various types of displays.
2. (a) How do you identify training needs of sales staff ? Explain the process.
(b) What is sales strategy ? How do you formulate sales strategy for a retail store ?
3. (a) Explain the steps involved in sales territory planning.
(b) What is sales job analysis ? Explain the activities involved in managing the sales force.

4. (a) How do you prepare a sales budget ? Explain the methods of sales budgeting.
- (b) What is transactional analysis ? Explain the transactional analysis role in interpersonal communication in a sales situation.

SECTION - B

5. Read the case given below and answer the question given at the end.

Kiran Pvt. Ltd. is a 100% Indian confectionery manufacturing and distribution company. Nimal is the National Sales Manager of Kiran which has over 50 varieties of confectioneries. Kiran was the market leader in over 35 varieties. However, due to many macro and micro reasons they have lost the market leadership in all these 35 categories. The Director Marketing, Mohan was a worried man on realising this and embarked on fact finding research and the conclusion was the lack of motivation among the sales and marketing team as the main cause for this. After an intense head hunting exercise, Mohan was able to recruit Nimal as the National Sales Manager for Kiran. Nimal's passionate experience in the industry and his reputation for the excellent interpersonal relationship was the edge he had over others for his selection for the job.

Question :

- Assume that you are Nimal, you are requested by Mohan to provide a sales team motivational plan. Develop the structure of such a plan giving justifications.
