

No. of Printed Pages : 2

MMPM-002

MANAGEMENT PROGRAMME (MP)
Term-End Examination
June, 2023

MMPM-002 : 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) Explain the following terms with an example : 10
 - (i) Consultative Selling
 - (ii) Written Communication
 - (iii) Selection Process
 - (iv) Sales Audit
- (b) What is the difference between AIDA theory of selling and buying behavior formula theory of selling ? Explain by taking the example of any sales situation of your choice. 10
2. (a) Enumerate the major objectives of communication in sales management function. Explain the importance of non-verbal communication in selling situations. 10

P. T. O.

- (b) Distinguish sales management from sales leadership. Explain the styles of sales leadership. 10
3. (a) What are the goals for which sales territories are conceived ? Explain with an example. 10
- (b) Explain the need and purpose for sales organization. 10
4. Answer any *three* from the following : 20
- (a) Determination of the Size of Sales Force
- (b) Industrial Selling
- (c) Market Testing
- (d) Remote Communication
- (e) Indirect Communication

Section—B

5. (a) Discuss the process of identifying training needs of salespersons. What kind of training programme would you suggest in the following situations and why ? 20
- (i) Training new recruits to a company selling textile machinery
- (ii) Training senior salespersons identified for taking middle management positions in the company
- (iii) Pharmaceutical salesperson calling on doctors
- (b) What constitute sales coaching ? Discuss the benefits of coaching salespeople. 20