

MANAGEMENT PROGRAMME

(MP)

Term-End Examination

June, 2023

MS-62 : SALES MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

Weightage 70%

Note : (i) *There are two Sections—A and B.*

(ii) *Attempt any **three** questions from Section A. Each question carries 20 marks.*

(iii) *Section B is compulsory and carries 40 marks.*

Section—A

1. (a) Discuss the importance of sales functions in accomplishing the marketing goals of a firm.

- (b) Explain with a suitable example the factors responsible for interdependence of sales and distribution functions.
2. What are the various steps involved in the sales process ? Discuss the importance of each of these steps in closing a sales deal.
3. (a) What do you understand by the term presentation ? List out and discuss some of the key variables that are to be considered while developing a presentation strategy.
- (b) Discuss the steps involved in the selections process and bring out the importance of selection process in hiring salesperson for a company.
4. Write short notes on any *three* of the following :
- (a) Qualities of good sales personnel.
- (b) Non-verbal communication.
- (c) Assortment display and Theme displays.
- (d) Types of compensation (Indirect).
- (e) Attributes of a good sales quota plan.

Section-B

5. Elicit, is a premium and niche furniture brand foraying into Indian market. The brand caters both to home and office furniture requirement.

In the first phase of its operations the brand will be available in all the major metro cities in the country. The company will own and operate these exclusive outlets doing away with intermediaries. The core idea to own and operate is based on the premise that “Seeing is believing” and thereby to attract and ensure that genuine and need based potential customers would make a visit to these outlets to have a glimpse of the range, the quality and the workmanship that goes into each of their product offering.

Each outlet is considered as a Key Result Area (KRA) and as an independent entity which is headed by a sales manager, with 6-8 salesmen in managing the outlet. Assume that you have been assigned the task of devising suitable

compensation package both for the sales manager as well as the salesman.

Questions :

- (a) What criteria you would consider in the design of compensation package for both the positions and why ? Furnish all the items that you propose in the package.
- (b) Identify and list out the areas where training needs are essential specific to the indoor salesman in view of their direct face to face contact with every potential customer who walk into the outlet.
- (c) Do you think that there is a need for motivating the salesmen ? If yes, or no, justify giving reasons.