

**MANAGEMENT PROGRAMME
(MP)**

**Term-End Examination
June, 2024**

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. Section B is compulsory.*

(iii) *All questions carry equal marks.*

Section—A

1. (a) Explain the role of sales and distribution function in the exchange process. Illustrate with an example.
- (b) How do the sales objectives affect the designing the sales strategies ?

2. (a) Explain the steps involved in the sales process ? Emphasize the significance of each of these steps in concluding a deal.
(b) What are the objectives of sales communication ? Discuss the levels of oral communication in selling situations.
3. (a) Specify the learning styles that a training manager should keep in mind while designing a training programme. Discuss the methods of conducting the sales force training.
(b) Why are sales territories required ? Explain. Discuss the various steps to a scientific territory planning.
4. Write short notes on any *three* of the following :
 - (a) Changing role of personal selling
 - (b) Principles of effective presentation
 - (c) Objectives of sales displays
 - (d) Sales Quotas : meaning and importance
 - (e) Sales control system

Section-B

5. Looking at the current overall status of automobile industry, the ups and downs, the kind of intense competition and overcrowding that is prevalent especially in the SUV

segment. Manufacturers are gearing up to push their models in view of the huge demand and are keen to capture considerable market share. However a General Manager (sales and marketing) of an automobile company offering a wide range of passenger cars was concerned about the future sales of their SUV segment. As a regional manager you are asked by the general manager to submit the following to achieve an increase in sales volume of their SUV segment by 20 % for the next financial year (make assumptions if required).

How would you go about in planning and preparing the following specific to the SUV segment ?

- (i) What sales forecasting methods would you consider and why ? Justify giving reasons.
- (ii) Recommend suitable sources of recruitment to hire more experienced and seasoned sale personnel.
- (iii) Suggest and rationalize the territory design you wish to consider.