

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

Term-End Examination

June, 2015

00474

MFW-013 : SALES MANAGEMENT

Time : 3 hours

Maximum Marks : 70

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

1. What are the characteristics of a good training program ? Describe the methods of training. 10

2. State the importance of personal selling and explain the various steps followed in the process of personal selling. 10

3. While selecting a salesperson, what type of information should be sought from the candidate in an application form ? Why should the reference of the candidate be checked before employing him/her ? 10

4. What are the attributes of good sales quota ?
What are the different types of sales quota ? 10
5. What are the implications of promotional policies
on sales management ? 10
6. Discuss the merits and demerits of national sales
meetings and local sales meetings. 10
7. What are the external and internal sources of
recruitment ? If you have to recruit sales
professionals for a highly technical product, what
sources would you consider and why ? 10
8. Write short notes on any *two* of the
following : 2×5=10
- (a) Components of Sales Report
 - (b) Situation conducive for personal selling
 - (c) Motivation
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