

01020

**MANAGEMENT PROGRAMME**

**Term-End Examination**

**June, 2015**

**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**

**(Write any three questions)**

1. What is sales management ? How would you formulate sales strategy for a mobile phone company ?
2. (a) Explain the essential qualities of a good sales person.  
(b) Define sales territory and explain the steps involved in territory planning process.
3. (a) What is negotiation ? Explain the factors involved in negotiation.  
(b) Explain various techniques available to motivate a sales person.

4. Write short notes on any three of the following :
- (a) Routing
  - (b) Self - Learning Module
  - (c) Intensive Distribution
  - (d) Missionary Selling
  - (e) Presentation Strategy

**SECTION - B**

5. You have been appointed as a Sales Manager for a new automobile company launching two wheelers (Scooters) in the Indian market.
- (a) What factors will you consider to prepare to sales budget ? Discuss.
  - (b) What type of training will you impart to the salespersons ? Give justification for your recommendations.
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