

**M.Sc. FASHION MERCHANDIZING & RETAIL
MANAGEMENT (MSCFMRM)**

Term-End Examination

June, 2011

MFW-013 : SALES MANAGEMENT

Time : 3 hours

Maximum Marks : 70

Note : *Attempt any seven questions.*

All questions carry equal marks.

1. "The days when all sales force did was "Sell, Sell and Sell" are long gone. Today companies need to define the specific objectives they want their sales force to achieve". Comment. List and explain the various steps in the process of personal selling. **10**

2. What are the implications of pricing policies on Sales management ? **10**

3. Why is it important to perform Job analysis before starting the selection procedure ? Write down the content of the Job description. **5+5**

4. "Recruitment and selection of the sales person is very serious activity for ensuring inculcation of the right sales type for predefined job responsibilities." Explain the procedure that the organization should follow while selecting the sales person to avoid any mistake. 10

5. What are the characteristics of a good sales contest ? Explain the various steps in development of the sales contests. 3+7

6. A decade ago, the advertising to sales promotion ratio was about 60 : 40. Today in many companies offering consumer - packaged - goods, sales promotion accounts for 75% of the combined budget. In light of this statement explain different types of sales promotional tools. 3+7

7. "No matter how talented the manpower is, they are not fully productive without training programs." Discuss the statement and state the various methods used by the organization for providing the training. 10

8. What can be the various purpose of field sales report ? State the different types of field sales report. 5+5

9. What are the attributes of the good Quota ? 5+5
Which factors should be considered while setting Quotas ?
10. Explain the term sales territories. What are the different reasons for establishing the sales territories ? 3+7
11. Explain the various methods used by companies in reimbursing the expense of the sales personnel. 10
12. Write short note on *any four* of the following : 4x2½=10
- (a) Double-win strategy
 - (b) Premium Approach
 - (c) Types of interview
 - (d) Line Organization
 - (e) Relation of sales department with distribution department.
-