

# SALES MANAGEMENT



**Brand:** Mehta Solutions

**Product Code:** case813

**Weight:** 0.00kg

**Price:** Rs500

## Short Description

## SALES MANAGEMENT case study

## Description

**Q1. Sales executives have responsibilities for coordination which involves**

1. Individual
2. The organization
3. The company
4. None of the above

**Q2. Who researched buyer-seller Dyads in the Life Insurance business**

1. Hanri Tosi
2. McMurry

**3. Arnold**

**4. Franklin Evans**

**Q3. Formula for calculating Gross Margin is**

**1. Sales – Cost of sales**

**2. Gross profit – Cost of sales**

**3. Sales – Expenses**

**4. None of the above**

**Q4. Coach- and – pupil method is**

**1. Company Information**

**2. Sales Technique**

**3. On – the – just Training**

**4. Both (a) & (c)**

**Q5. Term in which ratio measures the effectiveness of sales personnel in securing order**

**1. “Lowering Average”**

**2. “Batting Average”**

**3. “Multiple Average”**

**4. None of the average**

**Q6. District sales manager and planning report is called**

- 1. Manager plan**
- 2. District plan**
- 3. District sales plan**
- 4. None of the above**

**Q7. Numerical expression indicating the degree to which one or more factor associated with a given products demand is**

- 1. Sales Index**
- 2. Product Index**
- 3. Market Index**
- 4. Company Index**

**Q8. Event that strengthens the buyers tendency to make a particular response is called**

- 1. Reinforcement**
- 2. Cue**
- 3. Drives**
- 4. Both (a) & (b)**

**Q9. 2 Types of drive in learning process are**

- 1. Innate and learned drive**
- 2. Mutual and learned drive**

3. **Innate and mutual drive**
4. **None of the above**

**Q10. The weak stimuli which determine when the buyer will respond**

1. **Cue**
2. **Response**
3. **Drive**
4. **None of the above**

**Part Two:**

**Q1. Write a short note on “Sales Resistance”?**

**Q2. What is “Controlling Selling Expenses”?**

**Q3. Write short note on “Product Line Policy”?**

**Q4. What do you understand by “Straight-Commission Plan”?**

**Q5. Evaluate the Allen Specialty Company’s organization and plan for coordinating sales and advertising?**

**Q6. How should Biggerstaff answer Halloram’s complaint?**

**Q7. Evaluate Holden’s recruiting program, suggesting whether or not the company should have continued its college recruiting of sales engineers?**

**Q8. What criteria should a good sales engineer should implement to uplift the company sales?**

**Q9. Write in brief about motivation of sales personnel?**

**Q10. Write in brief about setting up a sales organization?**

## **Details**

**1. Case study solved answers**

**2. pdf/word**

**3. Fully Solved with answers**