

MS-62 : SALES MANAGEMENT



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Description

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▪ **MS-62 : SALES MANAGEMENT**

Time : 3 hours Maximum Marks : 100

(Weightage : 70%)

Note : (i) Attempt any three questions from Section A.

*(ii) Section **B** is compulsory.*

(iii) All questions carry equal marks.

SECTION - A

1. (a) Explain the various steps involved in the sales process.

(b) Discuss the diversity of selling situations in the following cases : (i) Publishing house representative calling upon academicians. (ii) Sales executive of automobile company selling mid sized cars for company executives. (iii) Insurance salesmen selling Life Insurance Policies for working women.

2. What is Negotiation ? Explain the various steps of Negotiations, giving suitable examples.

MANAGEMENT PROGRAMME

Term-End Examination

December, 2015

3. (a) What are the important methods used for assessing training needs of sales force by firms ? Explain. (b) What constitutes territory management ? Explain the criteria you would consider while planning territories for the sales force.

4. Write short notes on **any three** of the following (a) Interdependence of Sales and Distribution (b) Theories of Selling (c) Motivational Techniques for Salespersons. (d) Methods of Sales Control (e) Functional Sales Organisation

SECTION - B

5. (a) A tractor dealer selling tractors in the state of Haryana in North India, intends to set Sales Quotas for his sales persons. Each sales person is assigned a particular area to cover (normally a district). Explain the various methods that can be used by the dealer to set Sales Quotas for his sales persons. (b) What type(s) of Sales Displays would you suggest for the following products : (i) Readymade Garments (ii) Jewellery Give reasons in support of your answers

Details

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