

**SVKM's NMIMS**  
**NMIMS - GLOBAL ACCESS SCHOOL FOR CONTINUING EDUCATION**

Programme: DRM/PGDRM/DMM/PGDMM

Examination: June 2017  
Subject: Sales Management

Semester: II  
Course : New  
Marks : 70  
Time: 11.00 a.m. to 2.00 p.m.

Date: 19.06.2017

**Instructions:**

1. Answer to each new question to be started on a fresh page.
2. Figures in bracket indicate full marks.

**Q.1) Attempt any 2 out of 4**

**(Marks: 2X5=10)**

- a) Explain Team-based Sales Organization.
- b) What is the significance of Sales Budget?
- c) Why territory management is crucial to an organization success.
- d) Explain the process of recruitment through Advertisement

**Q.2) Write Short Notes on any 2 out of 5**

**(Marks: 2X5=10)**

- a) Straight Commission
- b) Target Commission
- c) Power Motivation
- d) Affiliation Motivation
- e) Field Sales Report

**Q.3) Attempt any 3 out of 5**

**(Marks: 3X10=30)**

- a) How do you go about recruitment of a field personnel as a first line manager.
- b) Explain the concept of Market build-up approach & Work load approach in designing Sales Territories.
- c) Prepare an advertisement to recruit a Sales Manager for an Electronic goods manufacturing company.
- d) What is the process of standard selection procedure followed in the Industry?
- e) What do you mean by Training on Market place, give example and explain.

**Q.4) Attempt both the questions**

**(Marks: 2X10=20)**

- a) What are the different training methods adopted for Sales force, explain each method briefly.
- b) Why Leadership skills are crucial for the organization and explain each of the skills.

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