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Instructions: Candidates should read carefully the instructions printed on the question paper and on the cover of the Answer Book, in which is provided for their use.

Date: 2.01.2010

SEM II - DMM/PG.DMM, SEM III - PG.DBM

Time allowed : 3:00 hrs 3 to 6 p.m. Total marks: 100

1. Support the your answers with examples.
2. Answer to each new question to be started on fresh paper.

Max Marks 45

1. Attempt Any Three

- a. Explain with suitable example the AIDAS theory.
- b. Differentiate between Personal selling and Direct Marketing.
- c. Stages involved in executing an order.
- d. What is "Sales Job Analysis" ? Briefly describe each of the sub-heads, in which it is being carried out.
- e. What are the key functions of a Sales Manager ? Discuss taking the example of a fast Food Restaurant.

2. Short Notes -Attempt any 3

Max Marks 15

- a. Objectives of Sales Display
- b. Areas of Sales Training
- c. Components of Compensation Package for Sales Man
- d. Organization Structure in an sales department
- e. Factors affecting motivational needs of a Salesman.

3. Attempt any 2 out of 4

Max Marks 20

- a. Describe with examples effective and tested techniques of sales closing.
- b. You are manager of a Departmental store chain, the store has undergone a major change and added new stock, brands and product range. Being the manager you are responsible to display the products. Prepare a check list of the for following products
 - i. Apparels/Garments
 - ii. Furniture
 - iii. Consumer Durables
- c. What inter-personal communication skills are needed in a sales professional ? Discuss by taking specific examples.
- d. Define Sales Quota with applications in sales environment.

Max Marks 20

4. Answer any one with supporting example.
- a. What are the various steps of Territory Planning ? Do these steps remain the same irrespective of the product/market ? Explain by taking the example of :
 - i. FMCG
 - ii. Industrial Paints
 - b. Discuss any one theory of selling in detail. Also explain the stages or components of such a theory taking the example of Personal selling with specific examples :
 - i. Vacuum cleaner
 - ii. B2B environment / Industrial Products

(Note : You are required to state the assumption before you answer the questions)