

SVKM's NMIMS

School of Distance Learning

Program: PGDMM (MNYL)

Semester: II

Academic Year: 2012-13

Course: New

Subject: Sales Management

Marks: 50

Date: 06/01/2013

Time: 11:00a.m. to 1:00 pm

Instruction:

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

NB:

- 1. Answer to each new question to be started on a fresh page.**
- 2. Figure in brackets indicates full marks.**

Q1. Discuss or write short notes on any 2 out of 4. (Marks: 2*5=10)

- Efficiency vs. Effectiveness
- AIDAS Theory
- Buying Formula Theory
- Sales Quotas

Q2. Write short notes. Attempt any 2 out of 5. (Marks: 2*5=10)

- Hard Sell, versus Soft Sell Strategy
- Sales Training Methods
- Sales Career Stages and Motivation
- Ethical Issues in Sales
- Relationship and double win strategy

Q3. Attempt any 3 out of 5. (Marks: 3*10=30)

- Explain New Methods of Selling in detail.
- Describe Personal Selling Process.
- Describe Methods of Sales Forecasting.
- Explain Developing Sales Organisation.
- Explain Sales Force Deployment and Territory Management.