

SVKM's NMIMS  
School of Distance Learning

Programme: DMM/PGDMM

Academic Year: 2012-2013

Semester II

Subject: Sales Management

Course New

Marks: 70

Date: 10.1.2013

Time: 11:00a.m to 2:00p.m

Final Examination

Instructions: 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: Answer to each question to be started on a fresh page.

Figure in brackets indicate full marks.

Question (1) Attempt any 2 out of 3

(Marks: 2x5=10)

- a) Explain client centered selling strategy.
- b) What is brand talk?
- c) What are the steps involved in designing a sales control system?

Question (2) Write Short notes on any 2 out of 5

(Marks: 2x5=10)

- a) Sales Funnel
- b) Relationship strategy
- c) Sales quota
- d) Centralised Organisation
- e) On job training

Question (3) Attempt any 3 out of 5

(Marks: 3x10= 30)

- a) Do you think internet marketing propels people to buy? Give reasons.
- b) "Personal selling involves an alive, immediate and interactive relationship building".Elaborate.
- c) What are the various methods of sales forecasting ?
- d) Why should an organization assign different territories to salesmen? According to you which is the best method and why?
- e) Compare customer sales training and industrial sales training.

Question (4) Answer both the questions

(Marks: 20)

- a) What specific sales organization would you recommend for the following and why?
- A publisher publishing specific trade magazines.
  - A fast food outlet with home delivery as a major competency
- b) Suppose you are the Sales Head of a direct marketing cosmetics company. What things you will keep in mind in order to make a sound compensation plan for your company?

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