

SCHOOL OF DISTANCE LEARNING

PROGRAM (Semester): DMM(II)/PGDMM(II)/PGDBM(III)

Subject: Sales Management

Date: 29-05-2009 (3.00 p.m.- 6.00 p.m.)

Marks: 100

Time : 3 hrs

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.

N.B.

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

1. Attempt Any Three

Max Marks 45

- A. One of your sales person has come to you for help. He is having trouble calling on his accounts. He says he feels that his territory is too large and spread out, and he is spending all his time in the car instead of making sales call. What steps will you take to help him develop a more effective sales route?
- B. Assume a Music Express, a store has 6000 prospects and customers. It estimates each sales man can average 1400 prospects and customer sales call during a year. The entire sales force will need to make a total 50,000 sales call on the prospects and customers. How many sales people does Music Express need to have in its sales force? Explain your answer.
- C. A FMCG Company has introduced a new product in the bottled water segment. You are the manager responsible for developing the sales team. What according to you are factors for a successful launch of sales campaign.
- D. What are the basis used by you to design the sales territories, what is territory planning.
- E. What is importance of training of sales force, Prepare a case study to design a training module. (Select a product/ Industry of your choice)

2. Short Notes Attempt any 3

Max Marks 15

- a. Sales Closing
- b. Territory Productivity
- c. Negotiation Skills