

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

Programme: PGDMM (For Employees of Max Life Insurance)

Academic year: 2013 – 2014

Semester: II – RE-EXAM

Subject: Sales Management

Marks : 50

Date: 18.12.2013

Time: 11.00 a.m. to 1.00 p.m.

Instructions:

1. Answer to each new question to be started on a fresh page.
 2. Figures in bracket indicate full marks.
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Q. 1) Write short notes on (any 2 out of 4)

(Marks: 2X5=10)

- a) Personal Selling Objectives
- b) Buying Formula Theory
- c) Prospecting
- d) AIDAS

Q. 2) Write short notes on (any 2 out of 5)

(Marks: 2X5=10)

- a) Handling Sales Objections
- b) Hard Sell versus Soft Sell Strategy
- c) Client Centered Selling Strategy
- d) Market Studies Method
- e) Importance of Sales Quotas

Q. 3) Attempt any 3 out of 5

(Marks: 3X10=30)

- a) Explain the Process of Personal Selling.
- b) Explain the need to establish Sales Territories.
- c) Describe Consumer Sales Training.
- d) Explain Leadership. Discuss Qualities, Principles and factors of Leadership.
- e) What are the steps in designing a Sales Control System?
