

**SVKM's NMIMS**  
**NMIMS – GLOBAL ACCESS SCHOOL FOR CONTINUING EDUCATION**

Programme: DMM/PGDMM

Academic year: 2013 – 2014  
Subject: Sales Management

Semester: II  
Course : New  
Marks : 70  
Time: 11.00 a.m. to 2.00 p.m.

Date: 22.12.2013

**Instructions:**

1. Answer to each new question to be started on a fresh page.
2. Figures in bracket indicate full marks.

**Q.1) Discuss (Any 2 out of 4)**

**(Marks: 2X5=10)**

- a) Double-win Strategy
- b) Leadership Skills
- c) Field Sales Report
- d) Sales Contests

**Q.2) Write short notes (Any 2 out of 5)**

**(Marks: 2X5=10)**

- a) Types of Sales Control
- b) Product Based Sales Organization
- c) Selection Procedure
- d) Sales Management Information System
- e) AIDAS Theory

**Q.3) Attempt any 3 out of 5**

**(Marks: 3X10=30)**

- a) What are the various sales organization functions?
- b) Explain the steps in personal selling.
- c) What do you mean by sales management? Explain its objectives.
- d) Explain, in detail, the buying formula theory of personal selling.
- e) Explain the types of various training given to salesman.

**Q.4) Answer the following questions:**

**(Marks 2X10=20)**

- a) Explain the various methods of sales forecasting.
- b) Explain the pros and cons of internet buying.