

SVKM's NMIMS
School of Distance Learning

Programme: DMM/PGDMM

Academic Year: 2011-2012
Subject: Sales Management

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

Date: 4.1.2012

Question (1) Attempt any 2 out of 4 10 Marks

- a) What do you mean by a sales budget and what is its significance
- b) Discuss the principles of Sales Evaluation.
- c) Discuss the factors of Leadership
- d) Explain Objection Handling

Question (2) Write Short notes on any 2 out of 5 10 Marks

- a) Types of Close
- b) Problems of Sales Management
- c) Sales Presentations
- d) Dimensions of motivation
- e) Sales Audit

Question (3) Attempt any 3 out of 5 30 Marks

- a) Enumerate the new methods of selling
- b) Discuss the theories of personal selling
- c) Discuss the principles of sales evaluation. What are the important quantitative and qualitative measures used to evaluate salesmen?
- d) Assume that you are area sales manager managing a large sales force of salespersons required to sell consumer non-durable goods to retailers and wholesalers. How would you develop the job description for your salespersons. Give a stepwise detailed account.
- e) What are the frequently utilized recruitment sources of salespersons? You are in the business of selling pharmaceuticals and are looking for young dynamic salespersons. What are the pros and cons of recruiting salespersons from your closest competitors.

Question (4) Case Study (Make necessary assumptions) 20 Marks

You are recruited as new sales manager of a computer company and you found out that sales representative of your company does not have adequate knowledge about the product.

- a) How would you determine how much the sales representative know about the product and its applications ?
- b) How should you plan to develop the desired degree of expertise among sales people?

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