

SVKM's NMIMS
School of Distance Learning

Programme: DMM/PGDMM

Academic Year: 2012-2013

Subject: Sales Management

Semester II

Course New

Marks: 70

Date: 15.7.2012

Time: 11:00 a.m to 2:00 p.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 hard sell versus soft sell strategy.
- b) What are the different methods of closing the sale?
- c) What are the steps involved in making a good sales compensation plan?

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

(Marks: 2x5=10)

- a) Buying formula theory
- b) Double-win strategy
- c) Informal Organisation
- d) Induction training
- e) Straight commission

Question (3) Attempt any 3 out of 5

(Marks: 3x10= 30)

- a) What are the pros and cons of telemarketing?
- b) How can a salesperson handle the objections effectively and close the sale?
- c) Explain using examples which strategies are better, customer centered or product centered.

- d) Do you think stress interviews are a good way to judge a candidates' mental strength? Give reasons.
- e) Discuss the principles and factors of leadership.

Question (4) Answer both the questions

(Marks: 20)

- a) Suppose you are the sales trainer in an organisatuon. What steps would you take to ensure that salesmen are trained well and they learn properly?
- b) If you were the sales manager of your company, what factors would you keep in mind while designing a evaluation program for your sales force?

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