

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

Programme: PGDMM (For Employees of Max Life Insurance)

Examination: December 2014

Subject: Sales Management

Date: 30.12.2014

Semester: II - RE-EXAM

Marks : 50

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

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**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) Double-win-Strategy b) Client-centered Selling Strategy c) Horizontal Vertical Organisation d) Training on market place
- Q. 2) Write Short Notes on any 2 out of 5** (Marks: 2X5=10)  
a) Objection handling b) Training Methods c) Presentation Techniques  
d) Sales force Motivation e) Leadership Skills
- Q. 3) Attempt (any 3 out of 6)** (Marks: 3X10=30)  
a) What is leadership and explain different types of leadership theory  
b) What do you mean by effective supervision and explain each  
c) Explain with diagram six step motivation process  
d) What are the non-financial factors affect sales force motivation  
e) What are the factors you will consider to evaluate performance standard of your sales force  
f) Discuss how important for the organisation as well as for Sales Manger to get the field sales report- Qualitative utility / application of these reports.