

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

Programme: PGDMM (For Employees of Max Life Insurance)

Examination: June 2015  
Subject: Sales Management  
Date: 19.06.2015

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) Mail Order Sales
- b) Pre-approach
- c) Instant service
- d) Sales Forecasting

**Q. 2) Write Short Notes on any 2 out of 5** (Marks: 2X5=10)

- a) Target Commission
- b) Communication Training
- c) Supervision
- d) Great Man Theories
- e) Leadership Skills

**Q. 3) Attempt (any 3 out of 6)** (Marks: 3X10=30)

- a) Explain the importance of motivation theories for sales force
- b) What are the principles of Sales evaluation
- c) What is the purpose of obtaining field sales reports
- d) What is the significance of sales budget
- e) What do you mean by Sales control and what are the tools used
- 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.