

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

Programme: DRM/PGDRM/DMM/PGDMM

Examination: June 2015  
Subject: Sales Management

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

**Instructions:**

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

- 
- Q. 1) Attempt any 2 out of 4** (Marks: 2X5=10)
- a) How is Buying Formula Theory is different from AIDAS Theory
  - b) What are the different methods of sales forecasting, explain each
  - c) What is the meaning of sales quota explain any one quota briefly
  - d) What is the relevance of sales budgeting to company's growth.
- Q. 2) Write Short Notes on any 2 out of 5** (Marks: 2X5=10)
- a) Direct selling
  - b) Telemarketing
  - c) Prospecting
  - d) Handling objections
  - e) Marketing funnel
- Q. 3) Attempt any 3 out of 5** (Marks: 3X10=30)
- a) What is AIDAS Theory explain. .
  - b) What is Client-centered selling strategy
  - c) Explain in detail simple and extended functional company organisation
  - d) Explain and discuss the territory management and its relevance
  - e) What are the different types of recruitment sources available and explain each
- Q. 4) Attempt both the questions** (Marks: 2X10=20)
- a) What do you understand by training on market place
  - b) What are the principles of leadership