

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

Programme: DRM/PGDRM/DMM/PGDMM

Examination: December 2015
Subject: Sales Management

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

Date: 20.12.2015

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) Attempt any 2 out of 4 **(Marks: 2X5=10)**

- a) Why efficiency and effectiveness of sales persons are crucial for an organisation
- b) Explain the concept of Prospecting and explain different ways of prospecting
- c) Explain the significance of Pre-approach in relation to prospecting
- d) A good presentation and demonstration is as important as good product - explain

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

- a) Sales Funnel
- b) Buying formula theory
- c) Sales force authority
- d) Relationship strategy
- e) Q-C-D Triangle

Q.3) Attempt any 3 out of 5 **(Marks: 3X10=30)**

- a) What is sales forecasting and what are the steps used in sales forecasting
- b) Explain the concept of Hybrid Sales Organisation
- c) Explain briefly each step involved in sales person selection procedure
- d) What do you understand by training on market place – explain with an example
- e) What are different training methods available for training sales person in an organisation – Explain each briefly

Q.4) Attempt both the questions **(Marks: 2X10=20)**

- a) Describe "Brand Talk"
- b) Explain the importance of supervision in sales
