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

Programme: DRM/PGDRM/DMM/PGDMM

Examination: June 2016
Subject: Sales Management

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

Date: 19.06.2016

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) Define telemarketing. Elucidate the Benefits of telemarketing for telemarketers and telemarketing firms.
- b) Elucidate the roles and responsibilities of a sales manager.
- c) Explain the concept and importance of induction training.
- d) Differentiate between recruitment and selection.

Q.2) Write Short Notes on any 2 out of 5

(Marks: 2X5=10)

- a) Direct selling
- b) AIDAS Theory
- c) Double-win-Strategy
- d) Sales Cost Analysis
- e) Straight Commission

Q.3) Attempt any 3 out of 5

(Marks: 3X10=30)

- a) According to Cundiff and Still sales forecasting is an estimate of sales during a specified future period which is tied to a proposed marketing plan and which assumes a particular set of uncontrollable and competitive forces." What are the steps and methods of sales forecasting?
- b) Differentiate between training autocratic leader and servant leader.
- c) What are the different training methods for the training of sales force? Elucidate.
- d) What are the different approaches for designing sales territories? Explain.
- e) Define sales quota. Explain different types of sales quota.

Q.4) Attempt both the questions

(Marks: 2X10=20)

- a) Compare and contrast different types of field sales organization.
- b) Define personal selling. Elucidate on the steps of personal selling process.