

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

Programme: DRM/PGDRM/DMM/PGDMM

Examination: December 2016
Subject: Sales Management

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

Date: 18.12.2016

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) Explain Traditional Selling concept over current Direct Selling.
- b) What are the major factors to be considered while company going for Internet Selling?
- c) Explain the concept of Personal selling explain with appropriate example.
- d) Why sales training is essential for success of the organization?

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

- a) Prospecting
- b) Importance of Presentation in Selling
- c) Buying formula theory
- d) Formulation of Sales Strategy
- e) Client-centered Selling Strategy

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

- a) What do you mean by sales forecasting and how it is beneficial to the organization?
- b) What are the different methods of sales forecasting, explain each one of them?
- c) What are the different types of sales quotas, explain each one of them?
- d) Explain the concept of sales organization functions – Explain each of the functions in brief.
- e) What are the main differences in Centralized and Decentralized organizations, explain with an example?

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

- a) One of the consumer durable company in India having various consumer durables in their basket, give your best sales force deployment and territory management.
- b) What do you mean by market build-up approach, explain this concept with an example.
