

MMPM-002

Master of Business Administration (MBA) / Master of Business Administration (Online) (MBAOL) / Master of Business Administration (Marketing Management) (MBAMM) / Post Graduate Diploma in Marketing Management (PGDIMM)

ASSIGNMENT
For
July 2025 and January 2026 Semester

MMPM-002: SALES MANAGEMENT

**(Last date of submission for July 2025 Semester is 31st October 2025
and for January 2026 Semester is 30th April, 2026)**



School of Management Studies
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
MAIDAN GARHI, NEW DELHI – 110 068

ASSIGNMENT

Course Code	:	MMPM-002
Course Title	:	SALES MANAGEMENT
Assignment Code	:	MMPM-002/TMA/JULY/2025
Coverage	:	All Blocks

Note: Attempt all the questions and submit this assignment to the Coordinator of your study centre. Last date of submission for July 2025 Semester is 31st October 2025 and for January 2026 Semester is 30th April, 2026.

- 1.** Explain the role of Sales Management in Marketing Function?
- 2.** Discuss how negotiations and conflicts go hand to hand with each other?
- 3.** Describe the importance of sales control and salesforce evaluation, also mention some of the parameters for monitoring the salesforce?
- 4.** Discuss how sales forecast and sales quota relate to each other? What are the advantages of sales forecasting?
- 5.** Write short notes on the following
 - a) AIDA
 - b) Merchandising
 - c) Sales Audit