

MS-62

**Management Programme (MP)/
Post Graduate Diploma in Marketing Management (PGDMM)**

**ASSIGNMENT
for
January 2026 and July 2026 Sessions**

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

MS-62: Sales Management



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

ASSIGNMENT

Course Code	:	MS - 62
Course Title	:	Sales Management
Assignment Code	:	MS-62/TMA/JAN/2026
Coverage	:	All Blocks

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

1. Describe the key decision areas in sales and distribution management in detail?
2. Do you think computerization in the sales function can be used as a distinct competitive advantage? Explain its role in key areas of sales?
3. Discuss how negotiations and conflicts go hand in hand with each other? Differentiate between deadlock, stonewalling and non-conclusive negotiations.
4. Describe the importance of monitoring and performance appraisal of sales force? Mention some of the parameters used to monitor sales force?
5. What are the advantages of a line sales organisation and line & staff sales organisation? What are the bases used to design sales territories?