

MANAGEMENT PROGRAMME (MP)

Term-End Examination

December, 2024

MS-62 : SALES MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

Note : (i) Attempt any **three** questions from Section A.

(ii) Section B is compulsory.

Section—A

1. (a) What is meant by selection process ?
Discuss the various interviewing techniques that are available for a HR manager. 10
- (b) Retail displays are the result of design principles as well as creative and artistic talents. List out and discuss the principles involved. 10

2. (a) “Although the basic structure of a compensation plan may be similar across the board, however, there are certain factors which primarily shape the structure of the company’s compensation plan.” Discuss. 10
- (b) How will you evaluate the sales performance of missionary salesman cultivating the market for a new organic product concept, in ready-to-eat nutrition breakfast ? 10
3. (a) How would you plan your sales presentation strategy if you were a sales manager responsible for promoting desk tops for the top management of a mid-sized PSU bank as a part of their organizational buying ? 10
- (b) What are sales quota ? How are sales quota and sales territories interrelated ? Discuss taking specific examples. 10
4. Write short notes on any *three* of the following : 20
- (a) Closing the sales
- (b) Negotiating continuum

- (c) Internal transfers as a source of recruitment
- (d) Line and staff organizational structure
- (e) Motivation of sales force

Section—B

5. (a) “Outstanding salesmen are self-made.”
Explain the essential qualities and skills of a successful salesmen in view of the statement. 20
- (b) Explain the functions and responsibilities of the following sales managers :
- (i) Associated with an FMCG company 10
 - (ii) Handling capital goods 10

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