

MANAGEMENT PROGRAMME

(MP)

Term-End Examination

December, 2025

MS-62 : SALES MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

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

(ii) Section B is compulsory.

Section—A

1. (a) Explain the importance of personal selling method being used extensively by sales firms. What are the situations when personal selling is resaled to ?
Discuss. 10

- (b) What types of selling skills are used in a sales job ? In what situations do these skills help a salesperson in performing their job ? Illustrate with an example. 10
2. (a) What are the distinctive characteristics of a sales job irrespective of the type of the industry ? 10
- (b) Specify the learning styles that a training manager should keep in mind while designing a training programme. Discuss the stages involved in conducting the sales force training programme. 10
3. (a) What is a sales territory ? Explain the significance of establishing sales territories and the goals that a firm could accomplish by way of having these territories in place. 10
- (b) Explain the reasons for sales organizations being conceived in response to market and company requirement. Discuss the step-by-step process of developing a sales organization. 10

4. Write short notes on any *three* of the following : 20
- (a) Buying–formula theory of selling
 - (b) Principles of Negotiation
 - (c) Duties and responsibilities of a salesman
 - (d) Criteria for designing a compensation package
 - (e) Purpose of sales quotas

Section—B

5. Read the following passage and answer the questions given below : 40
- Looking at the current overall status of automobile industry the opportunities and challenges, ups and downs, the kind of intense competition and overcrowding that is prevalent especially in the recently launched Electric-SUV segment, the manufactures are gearing up to push their models in view of the huge demand and are keen to capture considerable market share. However, a General Manager (sales and

marketing) of an automobile company offering a wide range of passenger cars was concerned about the future sales of their Electric-SUV segment. As a regional manager you are asked by the general manager to submit the following to achieve an increase in sales volume of their newly introduced Electric-SUV segment by 20% for the next financial year. (Make assumptions if required)

How would you go about in planning and preparing the following specific to the Electric- SUV segment ?

- (a) What sales forecasting methods specific to the Electric-SUV would be considered and why ? Justify giving reasons.
- (b) Propose sources of recruitment to hire more experienced and seasoned sale personnel for Electric-SUV segment.
- (c) Suggest and rationalize the territory approach design you wish to consider, with justification for the same.

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