MMPM–002

MASTER OF BUSINESS ADMINISTRATION (MBA)

Term-End Examination

June, 2025

MMPM-002 : SALES MANAGEMENT

Time : 3 Hours　　　*Maximum Marks : 100*

Weightage : 70%

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

　　(ii) *All questions carry equal marks.*

Section—A

1. Discuss the concept of objection handling in sales. What are the ways and means of

handling objections by salespersons ? Give examples in support.

2. (a) Explain the qualities essential for a successful salesman.

   (b) Why sales displays are increasingly becoming important for marketers ? Discuss the different types of sales display used and their importance with examples.

3. (a) What interpersonal communication skills are needed in sales profession ? Discuss by taking specific examples.

   (b) What are the primary objectives of conducting a sales audit, and how can businesses benefit from this process ? Explain the process of sales audit.

4. Write short notes on any *three of* the following :

   (a) Principles of Negotiations

(b) Various sources of salesforce recruitment

(c) Sales planning process–steps involved

(d) Types of sales budget

(e) The market build-up approach of territory design

Section—B

5. As a sales manager of a company, you just received a memo from your boss concerning your company's current position in the market. Over the last several years, the company has slowly lost market share. Your boss feels that the sales force has become complacent and has not been aggressive enough in the market. His remedy for the declining market share is that the sales-people should become more aggressive. Furthermore, he believes that for accomplishing this, you may raise the

quotas and the sales force compensation proportionately.

Questions :

(a) How will you respond to your boss ? Give reasons in support.

(b) Do you agree or disagree with his remedy ? Why or why not ?

(c) What are the positive and negative outcomes of raising the quota and compensation of salespeople ?

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