

**MANAGEMENT PROGRAMME  
(MP)**

**Term-End Examination  
June, 2025**

**MS-62 : SALES MANAGEMENT**

*Time : 3 Hours*

*Maximum Marks : 100*

*(Weightage : 70%)*

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

(ii) Section B is compulsory.

(iii) All questions carry equal marks.

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**Section—A**

1. (a) Discuss the importance of sales functions in accomplishing the marketing goals of a firm.  
  
(b) What are the factors responsible for interdependence of sales and distribution functions ? Explain with a suitable example.

2. What are the various steps involved in the personal selling process ? Discuss each of these steps by taking an example of your choice.
3. (a) What constitute the term presentation in sales management ? Discuss the key variables that are to be considered while developing a presentation strategy to make it effective.  
  
(b) Define sales territory and explain its need and importance in an FMCG company with pan India presence. Discuss the various steps used in territory planning.
4. Write short notes on any *three* of the following :
  - (a) Qualities of good sales personnel
  - (b) Importance of non-verbal communication in selling process

- (c) Assortment display and theme display as a part of sales display
- (d) Types of compensation plans for salespersons
- (e) Attributes of a good sales quota plan

### **Section—B**

5. Elicit, is a premium and niche furniture brand foraying into Indian market. The brand caters to both segments home and office furniture requirement.

In the first phase of its operations the brand will be available in all the major metro cities in the country. The company will own and operate these exclusive outlets doing away with intermediaries. The core idea is to own and operate based on the premise that “Seeing is believing” and thereby to attract and ensure that genuine and need based prospects would make a visit to these outlets. They will also have the opportunity

to have a glimpse of the range, the quality and the workmanship that goes into each of their product offering.

*Questions :*

- (a) As a HR staffing firm, what recruitment sources and methods of selection will be considered for hiring Branch Sales Managers (BSM) ? Clearly specify and furnish how you would go about choosing the right candidate for the said positions.
- (b) What advice would you offer to the BSMs while hiring indoor salesman for their respective branches ? Discuss.
- (c) Do these indoor salesmen require to be monitored ? Why and why not ? Give reasons.

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