

No. of Printed Pages : 4

MMPM-002

**MASTER OF BUSINESS
ADMINISTRATION
(MBA)**

Term-End Examination

June, 2026

MMPM-002 : SALES MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

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

(ii) Section B is compulsory.

(iii) All questions carry equal marks.

Section—A

1. (a) What are the important issues and key decision areas in sales management that are particularly relevant to strategy formulation ? Discuss with examples.

- (b) Describe personal selling. Is it the same as 'salesmanship'. Explain briefly some of the basic differences between the two.
2. (a) Briefly describe the steps of selling process. Should the sales persons follow the suggested steps of the selling process. Why, why not ?
- (b) What is the difference between a sales lead and a prospect ? How are the potential prospects qualified ?
3. (a) What is a sales territory ? What are the reasons for the companies to establish sales territories ? In your opinion, why a company may not want to have sales territories. Justify.
- (b) What type of specific organization structure would you suggest to a large sized company having several products and services and many market segments in order to increase the effectiveness of its salespersons ?

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

- (a) Role of sales function in marketing
- (b) Difference between advertising and personal selling
- (c) Significance of oral communication in personal selling
- (d) Negotiation strategies
- (e) Direct *versus* Indirect compensation

Section—B

5. ABC Pharmaceuticals has found out that there is a decline in sales performance in certain regions. The sales manager think that the issue may be related to inadequate training and lack of motivation among the sales force.

- (a) What steps should ABC pharmaceuticals take to analyze the situation and improve the performance of their sales team ?
- (b) Propose a training program outline that addresses the identify issues.

× × × × ×