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MS-062

MANAGEMENT PROGRAMME (MP)

Term-End Examination

June, 2026

MS-062 : 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) Explain the evolution of sales management function over time.
- (b) Discuss the changing role of personal selling. To what extent does the nature of the product, target market, company resources influence the sales job ? Explain.

2. (a) Differentiate between deadlock, stonewalling and non-conclusive negotiations.
- (b) Develop a checklist for evaluating the sales display at a retail store. Using the checklist compare the effectiveness of sales displays in footwear stores and Furniture shop.
3. (a) What are the essential components of a compensation package ? How the sales compensation plan design helps the sales managers in fulfilling the motivational needs of salespersons ?
- (b) Describe the importance of salesforce evaluation. Also mention some of the parameters for monitoring the salesforce.
4. (a) What specific points you would consider while territory planning ? Discuss.

- (b) Explain the different types of sales control methods that are available to the sales manager to implement to ascertain the level of sales results.

Section—B

5. (a) What are the various theories of personal selling ? Briefly compare and contrast them with the help of suitable examples.
- (b) What are the distinct advantages of sales forecasting ? In your opinion does forecasting help even when there is a recession in the industry ? Discuss.

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