

Roll No.

Total Pages : 2

MMS/D-12

13592

SALES MANAGEMENT

Paper : MM-302

Time : Three Hours]

[Maximum Marks : 70

Note : Attempt five questions in all. Q. No. 1 is compulsory.

1. Compulsory Question.

Explain the following :

- (a) Switch selling.
- (b) Role of Sales Manager.
- (c) Salesmanship.
- (d) Personal selling.
- (e) Recruitment.
- (f) Compensation plan.
- (g) Purpose of Sales meeting.

- 2. Discuss the nature, scope and objectives of Sales Management.
- 3. Describe various theories of Selling.
- 4. What is Sales forecasting ? What are its various methods ?
- 5. What is Sales organisation ? What are the various steps involved in setting up a sales organisation ?
- 6. What are the various methods of evaluating the performance of salesforce ? Discuss with examples.

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- 7. What factors are considered while deciding sales territories ? What are the merits of doing this exercise ?
- 8. Write short notes on the following :
 - (a) International sales management.
 - (b) Sales meeting and contests.

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2