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M. B. A. (Third Semester) Examination,

April-May 2020 / NOV-DEC 2020

(New Scheme)

(Management Branch)

(Specialization : Marketing Management)

SALES MANAGEMENT

Time Allowed : Three hours

Maximum Marks : 80

Minimum Pass Marks : 32

Note : Solve Part (a) or (b) from each unit. Each question carries 16 marks.

Unit-I

1. (a) Explain the term Sales Management? How it is related to other functional areas of management? 16

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(b) Short notes : (any two)

- (i) Life Time Customer Concept
- (ii) Management of accounts receivables

Unit-II

2. (a) Briefly explain the personal selling process. Discuss the importance of Sales Resistance in the selling process. How do sales persons cope up with the same? Support your answer by citing example of a consumer durable good? 16

(b) Short notes : (any two)

- (i) Buyer Seller Dyads
- (ii) Key Accounts Management

Unit-III

3. (a) Elaborate some of the commonly used sales organisation structures with suitable examples. 16

(b) Short notes : (any two)

- (i) Outsourced Sales Force
- (ii) Coordination of Personal selling with other Department

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Unit-IV

4. (a) What is territory planning? How does territory planning help a sales-man in performing his duties optimally? Explain with suitable examples. 16

(b) Short notes : (any two)

- (i) Sales Forecasting & its importance
- (ii) Steps of Sales Planning

Unit-V

5. (a) Throw some light on Recruitment & Selection of sales personnel's. 16

(b) Short notes : (any two)

- (i) Sales Training Programs
- (ii) Compensating Sales Personnels