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Roll No. : .....

**576335(76)**

**676535(76)**

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

**Nov.-Dec. 2021**

**(New Scheme)**

**(Management Branch)**

**(Specialization : Marketing Management)**

**SALES MANAGEMENT**

**Time Allowed : Three hours**

**Maximum Marks : 80**

**Minimum Pass Marks : 32**

**Note : Attempt all questions. Answer any two parts  
from each unit. Each part carries equal 8  
marks.**

**Unit-I**

1. (a) Explain how Sales Management becomes an integral part of Marketing Management and why it occupies an important role in success of an organisation.

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- (b) Define the term Sales Management and also elaborate its scope.
- (c) Write a detailed note on Management of Bills receivables and its importance.

#### Unit-II

- 2. (a) Write Sales Process and explain the various steps involved in the process.
- (b) What is the difference between AIDAS theory of selling and the buying formula theory of selling? Explain by taking the example of any sales situation of your choice.
- (c) How would you plan your sales presentation if you were a sales person responsible for selling premium Cars to individual consumers?

#### Unit-III

- 3. (a) Discuss the basic types of Sales Organizations.
- (b) Why the concepts of outsourced sales force getting more importance day by day?

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- (c) You are a large publishing house, publishing scientific and technical books for a nationwide customer base. What type of field sales organisation would you design and why?

#### Unit-IV

- 4. (a) What are the different techniques used for sales forecasting?
- (b) Name the important factors considered for setting sales Quotas.
- (c) Explain the concept of sales territories how they are designed.

#### Unit-V

- 5. (a) "Business Organisations give more importance for training of Sales Force." Elaborate the statement.
- (b) "Compensating Sales Persons is different from employees of other departments in the organization." Explain the reasons as per statement and also write various methods of Compensation.

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- (c) Why it is important to evaluate the sales effort also explain the criteri of sales force evaluation?