

January 2007

Subject Code—5730

**M.B.A. EXAMINATION**

(Third Semester)

(2 Years—New Scheme)

MM-308

**SALES MANAGEMENT**

*Time : 3 Hours*

*Maximum Marks : 100*

**Note :** Attempt any *Five* questions. All questions carry equal marks.

1. For selling FMCG in today's context, examine the role of personal selling as a tool of direct marketing. How would you handle these objections raised at the end of sales presentation ?
  - (a) The price is too high.
  - (b) Your warranty period is too short.
  - (c) I do not want to do business with your firm.

**P.T.O.**

2. Write a job description for the position of sales manager. Which responsibilities would you consider most important ? Why ?
3. What are the steps involved in the recruiting process ? What kind of changes do you believe will occur in the recruiting process in the next few years ?
4. Discuss different types of sales training methods and how would you evaluate the effectiveness of the sales training programs.
5. What major factors do organisations consider while designing sales territories ? 'Quota' can act as a 'motivator' as well as 'demotivator'. Comment.
6. (a) Describe the importance of monitoring and performance appraisal of sales force.  
(b) What are the essential criteria for designing and implementing a sound compensation plan ?
7. Discuss the objectives of sales control and the various sales control techniques.

8. Write notes on the following :
- (a) Approaches to increase sales force productivity
- (b) Changing role of sales meetings and sales contests.