

Roll No.

Subject Code—2197-X

M.B.A EXAMINATION

(Third Semester)

(2 Years New Scheme)

(Re-appear)

SALES MANAGEMENT

MM-308

Time : 3 Hours

Maximum Marks : 100

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

1. How do the sales objectives affect the designing of a sale strategy ? Explain the various sales methods with the help of suitable examples.
2. Examine the role of personal selling as a part of direct marketing for selling consumer durable products in today's context. How would you handle these objections raised at the end of sales presentation ?

(3-09-6-09)

P.T.O.

- (a) The price is too high
 - (b) After sale services are not satisfactory.
3. Describe the different types of sales training methods. How would you evaluate the effectiveness of the sales training methods ?
4. How can redesigning or reallocating territories affect total profit contribution from sales territories ? Explain with the help of suitable examples.
5. (a). Elaborate the changing role of sales meetings and sales contest.
- (b) 'Quotas' can act as a 'motivator' as well as 'demotivator'. Comment.
6. Identify the selection tools that have been most used to screen and select sales personnel. Which of these are used most extensively ?
7. Discuss the various techniques of sales control. How has sales control changed in recent years ?

8. (a) Rationale for salesperson's self evaluation.

(b) Modes of sales force compensation.