

Roll No. ....

Subject Code—8181-X

**M.B.A. EXAMINATION**

(Third Semester)

(Re-appear Batch 2009 Onwards)

MM-308

**SALES MANAGEMENT**

*Time : 3 Hours*

*Maximum Marks : 70*

**Section A**

**Note :** Attempt any *Seven* questions. **7×5=35**

1. How do the sales objectives affect the designing of a sales strategy ?
2. State the different qualities which a sales manager should have.
3. Critically examine the AIDAS theory of selling.

4. Explain the changing role of sales meetings.
5. Major input and output standards of sales evaluation.
6. Point out the factors that go to determine the sales quota.
7. What is the rationale for a sales person's self-evaluation ?
8. Methods used to evaluate sales training programs.
9. Identify the selection tools that have been mostly used to select sales personnel.
10. What effects does a properly structured sales compensation plan have on the salesforce ?

### **Section B**

**Note :** Attempt all the questions.

11. Personal selling is the logical sequence of steps that a salesperson takes in dealing with prospective customers. Discuss this statement and also state the various stages in personal selling.

*Or*

“Business firms develop successful staffs only by careful selection, training, compensation and management of salesman.” Discuss. 12

12. How can redesigning or reallocating territories affect total profit contribution from sales territories ? Enumerate the factors that go to determine the sales territories.

*Or*

Highlight the scope of sales management in today's context. Critically analyse the various sales methods with suitable examples. 12

13. Briefly explain the steps involved in sales control system.

*Or*

Write short notes on the following :

- (i) Selection process of sales personnel
- (ii) Development and management of sales evaluation programme. 11