

SALES MANAGEMENT

Time : Three Hours

Maximum : 75 Marks

SECTION-A (20 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks (10 x 2 = 20)

- 1 What is Sales Management?
- 2 Define Personal Selling.
- 3 What is meant by Sales Budget?
- 4 What do you understand by territorial product?
- 5 How does salesmanship differ from advertisement?
- 6 Define sales Promotion.
- 7 List down the objectives of selection of sales force.
- 8 Point out the needs for training.
- 9 What do you mean by performance evaluation?
- 10 What is Sales forecasting?

SECTION - B (25 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks (5 x 5 = 25)

- 11 a State the functions of Sales Management.
OR •
b Narrate various types of Salesman.
- 12 a How do you build the relationship with customer through strategic planning?
OR
b Describe the functional organization in detail.
- 13 a What are the objectives of Sales Promotion?
OR
b Give the tools of Sales Promotion.
- 14 a Explain the techniques of Training.
OR
b Distinguish between centralized and decentralized training.
- 15 a Draft the principles of Compensation.
OR
b Write down the methods of Control.

SECTION - C (30 Marks)

Answer any **THREE** Questions

ALL Questions Carry **EQUAL** Marks (3 x 10 = 30)

- 16 Elucidate the qualities of successful Sales Manager.
- 17 Illustrate the types and structure of sales organization.
- 18 Explain the push, pull and customer oriented sales promotion.
- 19 Discuss the process of selection in detail.
- 20 Enumerate various methods of performance evaluation.