

2022
P.G. Diploma in Marketing Management
First Semester
DMM-103: Sales Management

Time allowed: 3 Hours

Max. Marks: 70

NOTE: Attempt five questions in all, selecting atleast two questions from each Unit.

x-x-x

UNIT – I

- I. What is sales management? What factors affect the sales management environment? (14)
- II. Explain the various methods of sales forecasting with their advantages and limitations. (14)
- III. What is salesmanship? Explain the theoretical aspects of salesmanship. (14)
- IV. What is sales budget? What factors are considered while setting a sales budget for any organization? (14)
- V. What are the functions of a sales executive? What qualities they should possess to boost a business? (14)

UNIT – II

- VI. What is the difference between recruitment and selection? Explain in detail. (14)
- VII. Explain the various sources of recruitment. (14)
- VIII. What is training? Explain the various methods of training in an organization. (14)
- IX. Explain the various theories of motivation. (14)
- X. Explain the process of evaluation and control of sales force. (14)

x-x-x