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**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 salesmanship? Discuss the various functions and qualities of an effective sales executive. (14)
- II. What is sales forecasting? Discuss the various methods of sales forecasting. What is the significance of accurate sales forecasting? (14)
- III. What is sales quota? Discuss the various considerations for deciding sales quota for a sales territory. (14)
- IV. Discuss the significance of the relationship of the sales department with the various distributors. Government and Public. (14)
- V. Write short notes on the following:-
  - a) Sales Organization and its Types
  - b) Sales Budget and its importance(14)

**UNIT – II**

- VI. What is sales force management? Discuss the significance of effective management of sales force? How sales force can be kept motivated? (14)
- VII. What is sales force training? What is the significance of sales force training? Discuss the various types of training. (14)
- VIII. What is sales force compensation? Discuss the various methods of compensation of field sales force and sales executives. (14)

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(2)

IX. What is sales force control? How the performance of sales force should be measured?  
How sales force can be appropriately controlled? (14)

X. Write short notes on the following:-

a) Recruitment and Selection of Sales Force

b) Sales Territories

(14)

X-X-X