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PG Diploma in Marketing Management

1st Semester

DMM-103: Sales Management

Time allowed: 3 Hours

Max. Marks: 70

Note: Attempt any five questions by selecting at least two questions from each Unit.

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UNIT – I

- I. What is sales management? What factors affect routing and scheduling of sales? (14)
- II. Write a note on following: - (14)
- a) Sales forecasting
- b) Sales budget preparation
- III. Explain the functions and qualities of an effective sales executive. (14)
- IV. How sales quota set? Give the attributes of a good sales quota plan. (14)
- V. Explain the process of selling. How sales organization is important? (14)

UNIT – II

- VI. Explain the various sources of recruitment of sales force of an organization. (14)
- VII. What is motivation? Write in detail various techniques for motivating sales force. (14)
- VIII. What is sales force control? Explain various methods of controlling and evaluating sales force. (14)
- IX. What are the various methods of compensating sales force? How rewards can be linked to the performance of salespersons?
- X. What is the need for training of sales force? Critically evaluate the various methods of training. (14)

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