

1125
P.G. Diploma in Marketing Management 1st Semester
DMM-103: Sales Management

Time Allowed: 3 hours

Max. Marks: 70

Note: Attempt five questions in all, selecting at least two questions from each Unit I and II. All questions carry equal marks.

Unit-I

- I. What is Salesmanship? Explain the process of selling.
- II. Define Sales Organization and its objectives. Is it necessary for the sales department to maintain external relations? Comment.
- III. Explain the different methods of setting Sales-Quota. What guidelines should be kept in mind while setting sales-quota?
- IV. Write detailed notes on the following:
 - a) Routing and scheduling.
 - b) Sales-Budget.
- V. Describe the functions of a Sales Manager.

Unit-II

- VI. What do you understand by the concept of training? Discuss the different methods of training the sales-personnel.
- VII. Discuss the importance of sales-force motivation. Explain the different methods and techniques of motivating sales-force.
- VIII. Describe different methods of compensation of sales-people. Discuss their advantages and disadvantages.
- IX. What is the need of evaluation and control of sales-force? Discuss the different methods of evaluating sales-force.
- X. What is Recruitment? Explain the various sources of recruitment.

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