

2124  
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 one question from each Unit. All questions carry equal marks.*

x-x-x

**UNIT - I**

- I. Explain the new critical role of sales persons and also write qualities of effective sales executives.
- II. What is sales forecasting? Write in detail about various methods of sales forecasting?
- III. What is Sales Process? Explain the various steps involved in the process of selling.
- IV. Why there is need to establish Sales Territories? What are the steps in determining Sales Territories for a firm?
- V. Write a note on:
  - a) Scope of International Sales Management
  - b) Factors affecting Sales Budget

**UNIT - II**

- VI. "Compensating Sales Persons is different from employees of other departments in the organization". Explain the reasons as per statement and also write various methods of Compensation.
- VII. What is the importance of recruitment of sales force? What are the various sources of recruitment?
- VIII. What is motivation? Explain various theories of motivation.
- IX. Explain the various methods of evaluation and control of sales force in Mobile Service Provider Company.
- X. What are the objectives of conducting training for sales force? Explain a best suitable training programme for fresh engineering graduates who have to take the task of selling industrial products.

x-x-x