

2122
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. Discuss the functions and qualities of an effective sales executive. (14)
- II. Describe the steps in setting up a sales organization. (14)
- III. What is 'sales forecast'? Explain the methods of sales forecasting. (14)
- IV. Explain in detail the stages of selling process. (14)
- V. Write notes on:-
 - a) Setting sales quota
 - b) Sales budget(2x7)

UNIT – II

- VI. What do you mean by 'recruitment'? Elaborate on the suitable sources of recruiting a sales force. (14)
- VII. Explain in detail the process of selecting sales personnel. (14)
- VIII. 'Less motivated people can nullify the reputation of an organization'. Comment. Describe the kinds of motivation suitable for an effective sales force. (14)
- IX. Explain the features of a good compensation plan for sales personnel and the factors affecting it. (14)
- X. Discuss the methods of evaluating the performance of sales force and the techniques to maintain control over it. (14)

x-x-x