

2031
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 meant by "Sales Environment"? Discuss its various components and significance of each. (14)
- II. What do you mean by sales function? Discuss the relationship of sales function with the various other marketing functions. (14)
- III. Discuss the various theoretical aspects of Salesmanship and the process of selling, sales budget, sales quota and sales territories. (14)
- IV. What is sales forecasting? Discuss the significance of sales forecasting and the various methods of sales forecasting. (14)
- V. Write short notes on the following:-
 - a) Functions and Qualities of a Sales Executive.
 - b) Routing and Scheduling of sales force visits. (2x7)

UNIT – II

- VI. What do you mean by sales force training? Discuss the various methods and types of sales force training and the significance of each type of training. (14)
- VII. Discuss the various methods of compensation of the field sales force and the various considerations for deciding sales force compensation. (14)
- VIII. What do you understand by, "Evaluation of Sales Force"? Discuss the various methods and techniques for evaluation of sales force. (14)
- IX. What do you mean by, "Control of Sales Force?" Write an elaborated note on the need and significance of control of sales force. (14)
- X. Write short notes on the following:
 - a) Recruitment and Selection of Sales Force.
 - b) Sales Force Motivation. (2x7)

x-x-x