

13. Discuss the various kinds of sales territories that can be designed for sales organisations. Also state the factors which are required to be considered while designing territories.

Or

Briefly explain the steps involved in sales control system. **11**

Roll No.

Exam Code : J-19

Subject Code—0221

M.B.A. EXAMINATION

(Batch 2009 to 2017)

(Third Semester)

SALES MANAGEMENT

MM-308

Time : 3 Hours

Maximum Marks : 70

Section A

Note : Attempt any *Seven* questions. **7×5=35**

1. Role of sales manager to enhance the growth of sales department.
2. Rational behind training and development of sales force.
3. What effects does a properly structured sales compensation plan have on the sales force ?

4. Changing role of sales meetings and sales contests.
5. Steps in selection process of sales personnel.
6. What do you mean by relational selling ?
7. Rationale behind sales person evaluation.
8. Various methods of fixing sales quotas.
9. Alternative modes of sales force compensation.
10. What type of supervision is required to supervise salesmen ?

Section B

Note : Attempt all the questions.

11. How do the sales objective affect the designing of a sales strategy ? Critically examine the AIDAS theory of selling with suitable examples.

Or

If you are the sales manager in a computer manufacturing company which various stages in personal selling process will be suggested by you to your subordinates to be followed.

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12. Describe the different types of sales training methods. How would you evaluate the effectiveness of sales training methods ?

Or

Herzberg is of the opinion that motivators are only responsible for positive motivation and hygiene factors are responsible to check the scope of demotivation. Explain the two factor theory and its applications to sales management.

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