

Roll No.

Exam Code : J-19

Subject Code—0247

M.B.A. EXAMINATION

(Batch 2018 Onwards)

(Third Semester)

SALES MANAGEMENT

MM-308

Time : 3 Hours

Maximum Marks : 70

Note : Attempt *Five* questions in all. Q. No. **1** is compulsory. Attempt *four* more questions selecting *one* from each Unit.

1. Write short notes on the following :

- (i) Relation between marketing and selling
- (ii) Classification of sales jobs
- (iii) Sales planning process
- (iv) Sales budgeting

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- (v) Sales meetings
- (vi) Sales territories.
- (vii) Management of selling expenses.

Unit I

2. What are the objectives and functions of sales management ? What is the relation of sales function with UPs of marketing ?
3. Discuss the process of personal selling. What are the hallmarks of effective selling ? Also discuss theories of selling.

Unit II

4. What are the advantages of effective sales forecasting ? Discuss different techniques of sales forecasting.
5. What are the different types of sales organisational structures ? What factors need to be kept in mind while designing sales structure ?

Unit III

6. What do you mean by sales quotas ? How sales quotas are set ? What are different types of sales quotas ?
7. (a) What kind of compensation plans for sales people are prevalent in India companies ?
(b) What kind of leadership and motivational styles are most suitable in sales management ?

Unit IV

8. What is sales control ? Discuss its process.
9. (a) Discuss any *two* techniques of evaluating sales performance.
(b) What are ethical issues in sales management ?