

23/12/2023 (Evening)

Exam. Code: 1179
Sub. Code: 8578

2123
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. Explain the phrase 'sales management' and discuss its functions. (14)
- II. 'Good salesmen are born and made'. Do you agree? Discuss the qualitative of an effective sales executives. (14)
- III. What do you understand by the term 'sales-forecasting'? Describe the qualities methods of forecasting, along with their merits and demerits. (14)
- IV. Discuss the procedure involved in determining sales-territory. What is 'routing' and scheduling' of sales-territories? (14)
- V. What is a 'sales budget'? What are the different methods in funding sales budget? (14)

UNIT – II

- VI. Do you agree that 'selection is a negative process'? What are the stages involved in a selection process? (14)
- VII. How do you classify training methods? Discuss each in brief, along with their types. (14)
- VIII. What is 'motivation'? Explain the methods to effectively motivate a sales force. (14)
- IX. Discuss the different methods of compensating a sales force. (14)
- X. Describe the different tools and techniques that can be used for sales force performance evaluation. (14)

x-x-x