

2064

Advance Diploma Course (Add-on)
Advertising and Sales Management
Paper – I (CAS-105): Management of Sales Force

Time allowed: 3 Hours

Max. Marks: 75

NOTE: Attempt five questions in all, including Question No. I which is compulsory.

x-x-x

I. Attempt any five of the following:-

- a) What is the importance of sales force management?
- b) How is training different from direction?
- c) What should be considered while compensating the sales force?
- d) Define sales planning.
- e) What are the components of sales force management?
- f) How is the optimal sales force size determined?
- g) What is the importance of Central market analysis in sales planning?
- h) Give an example of sales quota. (5x3)

II. Elucidate the functions of a sales force manager. (15)

III. Discuss the role of financial and non-financial motivators for enhancing business through sales force. (15)

IV. How is the sales force performance appraisal carried out? (15)

V. Discuss the process of selection of candidates to be part of the sales force. (15)

VI. Explain the key elements for effective sales force management. (15)

VII. Classify the organisational structure of sales department on the basis of geography, product and market. (15)

VIII. Discuss the steps for creating a sound sales plan. (15)

x-x-x