

Exam.Code:1179  
Sub. Code: 45675

2125  
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 question from each Unit. All questions carry 14 marks.*

x-x-x

**UNIT – I**

- I. Sales process is not a single act but a sequence of logical steps.” Discuss this statement and critically analyze each stage of the selling process with examples.
- II. Explain the concept and importance of sales territories.
- III. Explain the new critical role of sales persons and also write qualities of effective sales executives.
- IV. What is sales forecasting? Write in detail about various methods of sales forecasting?
- V. Write a detailed note on international sales management, highlighting challenges faced by multinational sales teams in achieving sales targets across diverse markets.

**UNIT - II**

- VI. Examine the various components of a sound compensation plan for salespeople. How can compensation strategy influence motivation and retention in a competitive market?
- VII. Discuss the importance of sales force recruitment. What are the various sources of recruitment?
- VIII. “Motivation is the key driver of sales performance.” Critically discuss this statement in light of Maslow’s and Herzberg’s theories of motivation.
- IX. Explain the various methods of evaluation and control of sales force in the organizations.
- X. What are the objectives of conducting training for sales force? Explain various methods of training to sales force.

x-x-x