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14MBAMM407

Fourth Semester MBA Degree Examination, June/July 2016
Sales Management

Time: 3 hrs.

Max. Marks: 100

SECTION - A

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 Write a note on selling and business style. (03 Marks)
- 2 Define sales management. (03 Marks)
- 3 Mention the factors that influence the size of a sales territory. (03 Marks)
- 4 Describe the importance of sales motivation. (03 Marks)
- 5 What are driving forces of international marketing? (03 Marks)
- 6 Mention the market selection process. (03 Marks)
- 7 What is online trading? Give examples. (03 Marks)

SECTION - B

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 What is personal selling? Explain the types of personal selling. (07 Marks)
- 2 Explain the methods in setting sales quota and if you are a sales manager of a FMCG, which type of sales quota will you refer for your organisation? (07 Marks)
- 3 Elucidate the qualities and responsibilities of sales manager. (07 Marks)
- 4 Explain the methods used in training programs. (07 Marks)
- 5 Brief about the role of sales manager in the international market. (07 Marks)
- 6 Explain the challenges in International sales management. (07 Marks)
- 7 What are the ways to make internet selling safe? (07 Marks)

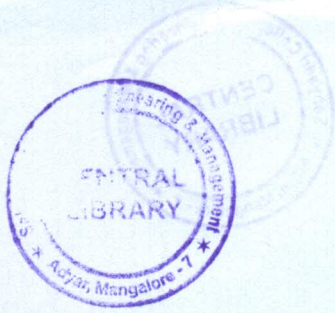
SECTION - C

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 Elaborate the trends in sales management. (10 Marks)
- 2 Explain the types of sales organization in detail. (10 Marks)
- 3 Explain the concept of sales presentation and describe the methods of handling customer objections. (10 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages. 2. Any revealing of identification, appeal to evaluator and /or equations written eg. 8 = 50, will be treated as malpractice.

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- 4 Describe about selling skills in detail. (10 Marks)
- 5 What are the types of compensation plans? Explain the evaluation of sales force by performance appraisal process. (10 Marks)
- 6 Explain in detail about the factors related to international market selection. (10 Marks)
- 7 What are the different types of electronic payment system? Explain with relevant examples. (10 Marks)

SECTION - D
CASE STUDY – [Compulsory]

Cyrus pharmaceutical is a start – up in the pharmaceuticals sector in India. The company intends to sell formulations in south India and is working out its sales distribution strategy. The promoter has some inputs from another existing pharmaceuticals company and is working to see if he can use some of these pieces of information.

Questions :

- a) Design a sales force plan for a start-up firm. (10 Marks)
- b) Suggest some sales and distribution strategy. (10 Marks)

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