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MMPM-002

**MASTER OF BUSINESS
ADMINISTRATION (MBA)**

Term-End Examination

December, 2024

MMPM-002 : SALES MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

Note : Answer any *three* questions from Section A.
Section B is compulsory. All questions carry
equal marks.

Section—A

1. (a) Explain the following terms with an example :
 - (i) Steps in Pre-approaching Planning
 - (ii) Written Communication
 - (iii) Visual Merchandising
 - (iv) Objectives of Sales Evaluation

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- (b) What is personal selling ? Explain the various personal selling approaches with suitable examples.
2. (a) Pickup two each from traditional and contemporary recruitment sources if you were to recruit sales-cum-service engineer trainees for an engineering company. What sources would you consider and why ?
- (b) What are the objectives of sales display ? Displays are the result of design principles as well as creative and artistic talents. List out and discuss the principles involved.
3. (a) What are the objectives of sales evaluation ? Discuss the different reports generated to monitor the sales force.
- (b) Discuss the process of developing a sales organization. What are the factors which affect the size of the sales organization ? Explain with an example.
4. Answer any **three** from the following :
- (a) Negotiating sales resistance

- (b) Listening skills
- (c) MBTI-personality test
- (d) Sales coaching *vs.* Induction training
- (e) Sales forecasting for new products

Section—B

5. What method of sales compensation would be more appropriate in the following situations ?
(You can make assumptions, if required)
- (i) A life insurance salesperson
 - (ii) A computer hardware salesperson
 - (iii) An account executive who sells commercial time for a television channel

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