No. of Printed Pages : 5 **MMPM–002**

MASTER OF BUSINESS ADMINISTRATION (MBA)

Term-End Examination

December, 2025

MMPM-002 : SALES MANAGEMENT

Time : 3 Hours *Maximum Marks : 100*

Weightage : 70%

Note : *(i) Answer any **three** questions from Section A.*

(ii) Section B is compulsory.

Section—A

1. (a) Explain the steps of personal selling. Discuss the situations that are conducive for personal selling.

(b) Why is the pre-approach stage considered as a planning stage in the personal selling process ? Discuss the steps involved in pre-approach planning.

2. What are the key considerations in conducting effective job interviews ? Discuss any *two* most commonly used interview techniques by the sales firms.

3. (a) What are the major objectives of sales coaching ? Discuss the benefits of coaching the salespeople.

   (b) Why is it important to monitor and control sales force and their activities ? Mention some of the key parameters for monitoring the sales force.

4. Write short notes on any *three* of the following :

   (a) Importance of verbal communication

   (b) Significance and purpose of sales display

   (c) Learning styles

   (d) Qualitative sales forecasting methods

   (e) Types of sales quotas

Section—B

5. You are the National Sales Manager for a large medical products company that sells a broad line of products to hospitals. After several years of fine-tuning your compensation plan, you have finally got it right. The program will achieve corporate goals while maximizing sales force

performance. Salespeople get a salary, a bonus for fulfilling quota, another bonus for signing new accounts, and a commission on specific medical equipment that the product manager wants to emphasize. The sales personnel are delighted with the plan, and sales are steadily growing. It appears that your division will reach sales volume goals for the first time in years.

You received a memo from your new CFO informing you that your division is losing money ! He has scheduled a meeting with the directors for next week, and you are required to attend, to discuss the problem.

Questions :

(a) What information would you take to the meeting ?

(b) What might have gone wrong with your compensation plan ?

(c) Should you develop an alternative compensation plan for next week's meeting ? Why or why not ? Give reasons.

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