Programme: DRM/PGDRM/DMM/PGDMM  
Examination: April 2018  
Subject: Sales Management  
Date: 22.4.2018  
Semester: II  
Course: New  
Marks: 70  
Time: 11.00 a.m. to 2.00 p.m.

Instructions:
1. Answer to each new question to be started on a fresh page.
2. Figures in bracket indicate full marks.

Q.1) Attempt any 2 out of 4  
(Marks: 2x5=10)
 a) Formulation of Sales organization is a three-step process, what are they and explain each
 b) What is Geographic Sales organization explain in detail
 c) What is sales force deployment; explain the concept by taking any specific company
 d) What are the basic leadership skills required to run the organization successfully

Q.2) Write Short Notes on any 2 out of 5  
(Marks: 2x5=10)
 a) Sales Budgeting
 b) Remuneration of Salesmen
 c) Centralized & Decentralized organizations
 d) Market build-up approach
 e) Training on communication

Q.3) Attempt any 3 out of 5  
(Marks: 3x10=30)
 a) Explain different patterns of territories
 b) What are the different method of salespersons recruitment being followed; explain any one method in detail
 c) What do you understand by Training on Market place?
 d) What are different methods of Training? Explain each method briefly
 e) What is "Brand Talk" explain with an example

Q.4) Attempt both the questions  
(Marks: 2x10=20)
 a) Why is "objection handling" is crucial for successful closing of sales
 b) Explain different leadership styles and explain any two styles in detail

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