

SVKM's NMIMS
NMIMS – GLOBAL ACCESS SCHOOL FOR CONTINUING EDUCATION

Programme: DRM/PGDRM/DMM/PGDMM

Examination: April 2018
Subject: Sales Management

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 leader-ship styles and explain any two styles in detail
