

C 2773

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Name.....

Reg. No.....

FOURTH SEMESTER M.B.A. DEGREE EXAMINATION, JUNE 2016

(CUCSS)

Marketing

BUS 4EM 05—SALES MANAGEMENT

(2013 Admission onwards)

Time : Three Hours

Maximum : 36 Weightage

Part A

Answer all questions.

Each question carries 1 weightage.

1. What do you mean by dictatorial organizational style ?
2. Explain selective distribution.
3. What do you mean by fringe benefit ?
4. What do you mean by stress interview ?
5. Explain achievement test.
6. What do you mean by DMU ?

(6 × 1 = 6 weightage)

Part B

Answer any six questions.

Each question carries 3 weightage.

7. Explain quota method of quantitative performance standard.
8. Explain the need for conducting sales contest.
9. Explain the important decision that should be considered while conducting a sales meeting.
10. Explain the steps involved in identifying initial training needs.
11. Explain quota setting procedures.
12. Explain the procedures of sales job analysis and preparation of written job description.
13. Differentiate centralized and decentralization of sales force management.
14. Explain functional sales organization.

(6 × 3 = 18 weightage)

Turn over

Part C

Answer any two questions.

Each question carries 6 weightage.

15. Explain different training methods.
16. What do you mean by sales forecasting ? Explain different method used for forecasting ?
17. What are the different sources of recruitment ?

(2 × 6 = 12 weightage)