

D 42945

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Name.....

Reg. No.....

FOURTH SEMESTER M.B.A. DEGREE EXAMINATION, JUNE 2018

Syllabus year 2016

M.B.A.

Specialisation : Marketing

BUS 4E M05—SALES MANAGEMENT

Time : Three Hours

Maximum : 36 Weightage

Part A

Write short notes on all the questions.

Each question carries 1 weightage.

1. Prospecting.
2. Sales force induction.
3. Theories of selling.
4. Sales quota.
5. Sales control.
6. Sales contests.

(6 × 1 = 6 weightage)

Part B

Answer any four questions.

Each question carries 3 weightage.

7. Enumerate and explain the types of sales organisations.
8. Differentiate between recruitment and selection of sales force.
9. Why sales job analysis of sales force is important ? Explain.
10. Write a note on evaluation of training programmes aimed at sales force.
11. Explain the procedure for setting up of sales territory.
12. Write a note on sales audit and its importance.

(4 × 3 = 12 weightage)

Turn over

Part C

Answer any three questions.

Each question carries 4 weightage

13. Explain nature of selling in the Indian context with examples.
14. Explain any *three* training programmes aimed at the sales force.
15. Discuss the methods of compensating sales force.
16. How would you restructure a sales territory ? Explain.
17. Explain how to achieve personal selling objectives with examples.

(3 × 4 = 12 weightage)

Part D

Compulsory question.

18. Case analysis:

In one of the sales meetings, the manager explain the following for recruitment issues :

It is no secret that with each passing year the job market becomes a bit more tumultuous as people continuously search for the "perfect job" with a "grass is greener on the other side" mentality. With this predicament in mind, hiring the right team of sales associates continues to be a top challenge faced sales managers. To overcome this challenge, be sure to keep copious success metrics and notes on all of your employees. Then, before you hire someone new, identify the most common traits among your best employees, and screen for those traits among new hires to improve your chances of finding superstars. Explain as a sales recruiter how will you plan ahead ?

(6 weightage)