

C 61101

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Name.....

Reg. No.....

FOURTH SEMESTER M.B.A. DEGREE EXAMINATION, MAY/JUNE 2019

(CUCSS)

M.B.A.

BUS 4E M05—SALES MANAGEMENT

(2016 Admissions)

Time : Three Hours

Maximum : 36 Weightage

Part A

Write short notes on all the questions.

Each question carries 1 weightage.

1. Prospect Vs Suspect.
2. Sales force induction.
3. AIDAC.
4. Sales quota.
5. Sales control.
6. Types of sales force compensation plans.

(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 placement of sales force is important ? Explain.
10. Write a note on Right set of circumstances theory.
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. "Sales force are trained and not born". Discuss.
14. Explain any three training programmes aimed at the sales force.
15. Discuss the methods of motivating sales force.
16. How would you restructure a sales territory ? Explain.
17. Do you think sales meetings are needed ? Explain its relevance.

(3 × 4 = 12 weightage)

Part D

Compulsory question.

18. Case analysis :

Sales manager of a perfume company was asked to project his requirements for next year alongwith the manpower requirements. He gave a sales projection of 15% growth from the existing sales and also asked for two more sales executives to complete the requirements. The management decided to inform him of a 10% growth with no man power additions. As a sales manager, explain how you will ensure the target. (Use hypothetical information).

(6 weightage)