

MBA(C)III/11.14.1057

Reg.No.



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**MBA (FT)/MBA(IB)/MBA(TT) DEGREE III SEMESTER EXAMINATION  
NOVEMBER 2014**

**SMS 2309/SMI 2306/SMT 2308 SALES MANAGEMENT**  
(2012 Scheme)

Time : 3 Hours

Maximum Marks : 50

**PART A**  
(Answer *ALL* questions)

(5 x 2 = 10)

1. Explain : AIDAS theory
2. Discuss about sales job analysis.
3. What is the procedure for setting up sales territories?
4. Incentives for sales persons.
5. Purpose of sales meeting.

**PART B**  
(Answer *ANY FIVE* questions)

(5 x 4 = 20)

6. Explain the various stages involved in personal selling.
7. Enlist the various types of sales organizations with examples.
8. Describe the special features of job description.
9. Explain various types of interviews.
10. State the importance and components of sales budget.
11. What are the main needs for motivating sales persons?
12. What do you mean by marketing cost analysis?

**PART C**  
(Answer *ANY TWO* questions)

(2 x 10 = 20)

13. Classify sales quota. Explain the important techniques involved in quota setting procedures.
14. Elaborate various types of compensation plan for sales person with appropriate examples.
15. Explain the steps involved in performance evaluation for salesman. State some emerging techniques involved in performance evaluation of sales person in Indian scenario.

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