

MBA(PT)V/11.14.1058

Reg.No



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MBA (PT) DEGREE V SEMESTER EXAMINATION NOVEMBER 2014

SMP 2502 SALES FORCE MANAGEMENT
(Prior to 2012 Admission)

Time : 3 Hours

Maximum Marks : 50

- (5 x 10 = 50)
- I. Explain AIDAS theory and its relevance in sales management. (10)
- OR**
- II. Discuss the objectives of sales management. What is personal selling? (10)
- III. Explain the major considerations while doing recruitment and selection of sales persons. (Assume any industry or business of your choice). (10)
- OR**
- IV. Write a note on the execution and evaluation of training programme for sales personnel. (10)
- V. Discuss the procedure for setting up sales territories. (10)
- OR**
- VI. Describe the types of quota and the quota setting procedures. (10)
- VII. Explain the need for motivating sales persons. Briefly explain the use of major motivation theories that could be applied for motivation of sales persons. What are the common motivators used? (10)
- OR**
- VIII. Explain the steps involved in devising a sales compensation plan. (10)
- IX. Discuss performance standards and their relation to personal objectives with respect to sales personnel. (10)
- OR**
- X. Write short notes on **ANY TWO** of the following: (5 + 5 = 10)
- (i) Marketing cost analysis (ii) Sales audit
(iii) Sales contests (iv) Sales meetings
