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# MBA (FT)/MBA(IB)/MBA(TT) DEGREE III SEMESTER EXAMINATION NOVEMBER 2015

## SMS 2309/SMI 2306/SMT 2308 SALES MANAGEMENT

*(Regular and supplementary)*

Time: 3 Hours Maximum Marks: 50

### PART A

(Answer *ALL* the questions)

(5 × 2 = 10)

1. Explain AIDAS theory.
2. What is sales job analysis?
3. What is sales budget?
4. How do you boost up the morale of sales persons?
5. What is sales audit?

### PART B

(Answer *ANY FIVE* questions)

(5 × 4 = 20)

6. Explain the stages in personal selling process by taking an industrial product as an example.

7. Discuss as a HR manager, how you would select sales person for your company to sell solar panel.

8. "Setting up of sales territories is the basic step in increasing the sales of a company". What is your view?

9. Explain about two motivation theories that you feel are best suited to pharmaceutical representatives.

10. Why sales meetings are conducted? Do you think it as waste of time?

11. What are the qualities required for a sales man working in Telecom services?

12. What are the different types sales quota? Explain them with examples.

### PART C

(Answer *ANY TWO* questions)

(2 × 10 = 20)

13. How will you identify training need for a group of five star hotels? Recommend a suitable training programme.

14. Explain the types of sales compensation plan. Suggest suitable compensation plan for salesman selling 100 CC bikes.

15. How will you evaluate the performance of salesmen working in firms selling readymade garments? What are the indicators for performance?

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