



MBA(P)V/12.13.1199

MBA (PT) DEGREE V SEMESTER EXAMINATION DECEMBER 2013

SMP 2502 SALES FORCE MANAGEMENT

Time: 3 Hours

Maximum Marks : 50

(5 x 10 = 50)

I. Discuss the process involved in personal selling.

OR

II. Critically analyse the applicability of salesmanship theories in the current global market.

III. Discuss the basis for designing a sales organisation.

OR

IV. What are the components of sales training programme?

V. What is a sales territory? Why should a company establish or revise sales territories?

OR

VI. Discuss the various types of quotas and the process involved in setting these quotas.

VII. Critically analyse the various compensation plans available for sales personnel.

OR

VIII. Assume that you have been approached by an organisation to devise a sales compensation plan. What is the systematic approach you will follow in doing this job?

IX. Write short notes on *any four* of the following:

- (i) Sales audit
- (ii) Marketing cost analysis
- (iii) Sales volume analysis
- (iv) Misdirected marketing effort
- (v) Performance evaluation and sales control
- (vi) ROI as an evaluation tool
- (vii) Qualitative factors in evaluating sales personnel.
