



MBA.F.IV/05.13. 0455

**MBA DEGREE (FT) IV SEMESTER EXAMINATION MAY 2013**

**SMS 2402 SALES FORCE MANAGEMENT**

Time : 3 Hours

Maximum Marks: 50

(5 x 10 = 50)

- I. A. Define sales force management. Explain the important steps in sales force management.  
OR  
B. Discuss the important principles of personal selling.
- II. A. What is a sales organisation? How will you design the sales organisation of a FMCG company operating at national level using three level channel systems?  
OR  
B. Explain the behavioural equation theory of personal selling. How it differ from buying formula theory?
- III. A. What do you mean by sales quota system? What all factors you consider in fixing sales quota? How will you administer the quota system?  
OR  
B. Define personal selling. Explain the important steps in personal selling.
- IV. A. What do you understand by salesmen compensation plan? What are the important methods of designing salesmen compensation plan?  
OR  
B. Distinguish between sales audit and salesman audit. What are the important steps in salesman audit system?
- V. A. "A combination of straight salary and commission is probably the best way to compensate a sales force" comment on the statement.  
OR  
B. Explain the following:
- (i) Prospecting
  - (ii) Work load approach
  - (iii) Field sales force control
  - (iv) AIDAS theory