



MBA.F.IV/10.55

M.B.A. DEGREE (F.T) IV SEMESTER EXAMINATION, MAY 2010

SMS 2402 SALES FORCE MANAGEMENT

Time : 3 Hours

Maximum Marks : 50

(All questions carry EQUAL marks)

(5 x 10 = 50)

- I. A. Explain the objectives, role and challenges of selling in marketing.
OR
B. Discuss with example of a sales organization of a big FMCG company operating in different countries.
- II. A. Discuss the steps involved in the selection and training of sales force.
OR
B. What are the steps involved in assigning duties and responsibilities of sales force? What methods are used for fixing sales force target?
- III. A. What is sales force compensation plan? What are the different methods of fixing sales force compensation? Which method is more effective in the contemporary marketing environment?
OR
B. Discuss the essentials of a good sales force compensation plan. Give examples of companies having good sales force compensation plans.
- IV. A. Explain the role of personal selling in strategic objectives of a company and setting the personal selling strategies thereof.
OR
B. Explain the following :
(i) Cold canvassing
(ii) CRM
(iii) Sales control
- V. A. Discuss the challenges in designing and managing an efficient and effective sales force system in a marketing organization.
OR
B. Define sales audit. What are its steps? How do you design an efficient sales audit system in financial service company?
