



MBA.IB.IV/11.410

MBA IB/MIB DEGREE IV SEMESTER EXAMINATION MAY 2011

SMI 2403 SALES FORCE MANAGEMENT

Time : 3 Hours

Maximum Marks : 50

(All questions carry EQUAL marks)

(5 x 10 = 50)

- I. A. "In the current IT era, sales force is not being taken up seriously by organizations"-
Explain.

OR

- B. Explain the sales organization in a FMCG and consumer durable company.

- II. A. Explain the sources of recruiting sales force with examples.

OR

- B. Explain the sales training methods that can be followed for newly recruited sales force.

- III. A. "Territory restructuring will help augment sales" – Discuss.

OR

- B. What are sales quotas? Explain how quota can be fixed for certain territories.

- IV. A. Explain the application of different motivation theories in sales management.

OR

- B. Explain the following:

- a. Compensation methods of sales management
- b. Steps in devising an effective sales compensation

- V. A. "Controlling sales force is the most difficult aspect of any organization-whether it is on field or off field" – Discuss.

OR

- B. "Marketing cost analysis needs to be within controls and will determine the viability of a sales organization" –Evaluate.
