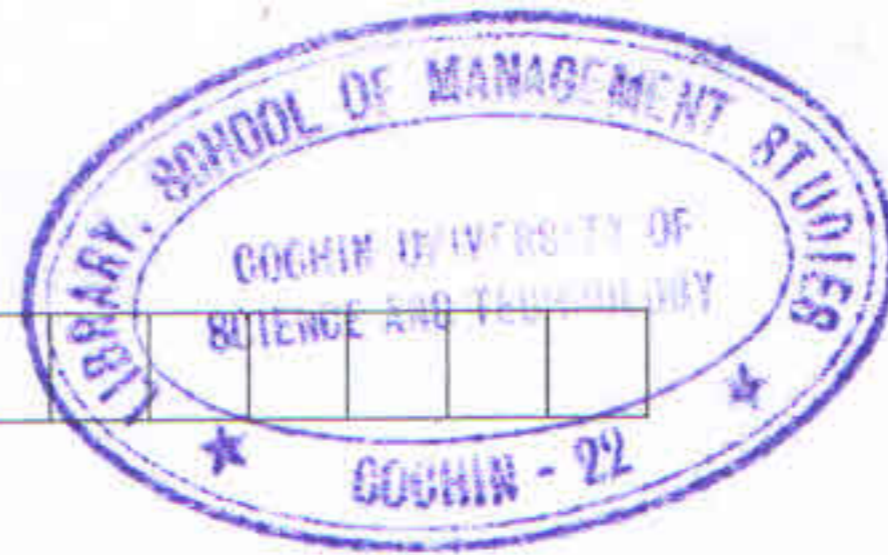


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B

MBA (PT) DEGREE V SEMESTER EXAMINATION NOVEMBER 2016

SMP 2502 SALES MANAGEMENT

(Supplementary)

Time: 3 Hours

Maximum Marks: 50

PART A

(Answer *ALL* questions)

(5 × 2 = 10)

1. Discuss briefly the nature of selling and salesmanship.
2. Distinguish between sales job analysis and sales job description.
3. What do you mean by sales budget? Briefly discuss.
4. Enumerate the essential requirements of a good sales compensation plan.
5. Briefly discuss the concept of sales audit.

PART B

(Answer *ANY FIVE* questions)

(5 × 4 = 20)

6. Explain the AIDAS theory.
7. Discuss the concept of personal selling and the various stages in personal selling.
8. Explain briefly the process involved in recruitment and selection of sales persons.
9. Discuss the various types of sales quota and also the quota setting procedures.
10. Explain the need for motivating sales persons.
11. How will you apply various motivation theories in sales management practice? Discuss.
12. Explain the relation of performance standard and personal selling objectives.

PART C

(Answer *ANY TWO* questions)

(2 × 10 = 20)

13. Explain the significance of sales training. How do you design, develop and execute a typical sales training programme? Discuss with reference to the contents, methodology and such other aspects.
14. Explain the concept of sales territory and the procedure for setting up sales territories. Discuss as to how you will assign sales persons to sales territories.
15. Discuss the significance of sales meetings in enhancing the sales. In this regard, explain as to how you will go about planning and staging sales meetings, organize sales contests and exercise sales control.