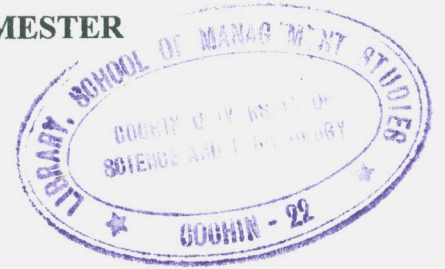


**MBA (TRAVEL AND TOURISM) DEGREE III SEMESTER
EXAMINATION DECEMBER 2013**

SMT 2308 SALES MANAGEMENT



Time: 3 Hours

Maximum Marks : 50

PART A
(Answer *ALL* questions)

(5 x 2 = 10)

- I. What is salesmanship?
- II. What is sales territory?
- III. Define morale.
- IV. Define sales quota.
- V. What is performance evaluation?

PART B
(Answer *ANY FIVE* questions)

(5 x 4 = 20)

- VI. What are the different types of sales organisation?
- VII. How do you evaluate sales training programmes?
- VIII. How do you administer the sales quota system?
- IX. What are the factors to be considered in devising a sales compensation plan?
- X. How do you undertake marketing cost analysis?
- XI. What are the stages in the personal selling process?
- XII. Take an example of an organisation and show how you would undertake the sales job analysis.

PART C
(Answer *ANY TWO* questions)

(2 x 10 = 20)

- XIII. Discuss the theories of salesmanship.
- XIV. Discuss the steps involved in recruiting the salesman.
- XV. Discuss the motivation theories and show how they could be used in the sales management.