

# SMSP 03

29.10.2013.

Sales Management & Sales Promotion

Roll No.

Total No. of Printed Pages: 1

Total No. of Questions : 5

Maximum Marks : 30

Duration (hrs.) : 2 Hours

Note : Question No. 1 is Compulsory. Answer any two from the remaining.

Q. 1] Define Sales Management. Discuss the evolution of the sales function and the changing role of a salesperson. (10 marks) (Compulsory)

### Attempt any Two from the Remaining Questions

- Q. 2 (a) Discuss the basis for designing a sales force. (5 marks)  
(b) Discuss the 'Prospecting' stage of personal selling. (5 marks)  
(c) Write down the job description for a sales representative for a company selling office equipment. (5 marks)

Answer any Two from (a) or (b) or (c) .... (5x2) = 10 marks

- Q. 3 (a) Many sales managers claim that the real factor that determines whether people will be successful in selling is their motivation for hard work. How should sales managers determine a person's motivation to do a good job? (5 marks)  
(b) "I don't have any training programme. I let the big corporations do all my training for me and then just hire away their best people and send them directly to the field." This is the attitude of a sales manager of a relatively small laptop manufacturing company. What are some of the strengths and weaknesses of this position? (5 marks)  
(c) A sales manager once said, "I am careful to hire only motivated people. This way I don't have to worry about motivating them. Good sales reps don't need any motivation from me – they motivate themselves." What do you think about this philosophy? (5 marks)

Answer any Two from (a) or (b) or (c) .... (5x2) = 10 marks

- Q. 4 (a) What do you mean by sales territory? How can you design territories? (5 marks)  
(b) Assume that the salesperson's earnings in a certain firm have no limit, and that a good sales rep can earn more than some of the company's sales managers. What incentive do these salespeople have to move into management? Especially consider those for whom a promotion means a decrease in income. (5 marks)  
(c) What do you mean by sales forecasting? What are the different methods of sales forecasting? (5 marks)

Answer any Two from (a) or (b) or (c) .... (5x2) = 10 marks

- Q. 5 (a) What do you mean by a sales display? What are the various objectives of a sales display? (5 marks)  
(b) Define sales promotion. Explain the push and pull strategies of sales promotion. (5 marks)  
(c) Explain the relationship between sales promotion and consumer behavior. (5 marks)

Answer any Two from (a) or (b) or (c) .... (5x2) = 10 marks