

MMS - III
(Mktg.)

22-10-2012

Sales Management & Sales Promotion.

Roll No. : _____

Total No. of Printed Pages: 1

Total No. of Questions : 2

Maximum Marks : 30

Duration (hrs.) : 2

SMSP 03

1. Write short notes on any 4 of the following: (5*4 = 20 Marks)

- a. What is Sales Management & its objectives?
- b. What do you mean by prospecting? Describe the causes for customer objections?
- c. What are different plans of compensating Sales Personnel and state it's advantages and disadvantages?
- d. Explain "Sales Contests" as a selling effort ?
- e. Good salesmen are problem solvers" Explain?

2. Answer in Detail any 2 from the following? (5*2 = 10 Marks)

- a. Being a Salesman, how would you handle customer objections or resistances? Explain in detail?
- b. What are the major decision taken for planning and building a sales training program?
- c. Discuss the importance and limitation of sales promotion?
