# Fourth Semester MBA Degree Examination, June/July 2016 Sales Management

Time: 3 hrs.

Max. Marks:100

#### SECTION - A

# Note: Answer any FOUR questions from Q.No.1 to Q.No.7.

- Write a note on selling and business style.
- Define sales management.
- Mention the factors that influence the size of a sales territory.
- Describe the importance of sales motivation.
- 25 What are driving forces of international marketing?
- Mention the market selection process.
- What is online trading? Give examples.

(03 Marries)

600 Marks)

- (03 Nurses)
- (03 Miarks)
- (100) Defininglesch
- (0.3 Minutes)
- (003) Nellin effect):

### SECTION - B

(60%)

# Note: Answer any FOUR questions from O.No.1 to O.No.7.

What is personal selling? Explain the types of personal selling.

- (97 Marks)
- Explain the methods in setting sales quota and if you are a sales manager of a FMCG, which 2 type of sales quota will you refer for your organisation? (97 Marriss)
- 3 Elucidate the qualities and responsibilities of sales manager.
- Explain the methods used in training programs.
- Brief about the role of sales manager in the international market.
- Important Note : 1. On completing your answers, comparisonly draw diagonal errors lines on the romaining blanc pages.

  2. Any revnaling of identification, appeal to evaluater and for equations written eg. 42-4 = 20, will be treated as malpracties. Explain the challenges in International sales management.
  - What are the ways to make internet selling safe?

- 697 Markah (07 Marks)
- (07 Marks)
- 697 Minuriesh

# (07 Mlariks)

### SECTION - C Note: Answer any FOUR questions from Q.No.1 to Q.No.7.

Elaborate the trends in sales management.

(10 Marks)

2 Explain the types of sales organization in detail.

- (10 Minries)
- Explain the concept of sales presentation and describe the methods of handling customer objections. (10 Miarks):

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