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14MBAMM407

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.

- 1 Write a note on selling and business style. (03 Marks)
- 2 Define sales management. (03 Marks)
- 3 Mention the factors that influence the size of a sales territory. (03 Marks)
- 4 Describe the importance of sales motivation. (03 Marks)
- 5 What are driving forces of international marketing? (03 Marks)
- 6 Mention the market selection process. (03 Marks)
- 7 What is online trading? Give examples. (03 Marks)

SECTION - B

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

- 1 What is personal selling? Explain the types of personal selling. (07 Marks)
- 2 Explain the methods in setting sales quota and if you are a sales manager of a FMCG, which type of sales quota will you refer for your organisation? (07 Marks)
- 3 Elucidate the qualities and responsibilities of sales manager. (07 Marks)
- 4 Explain the methods used in training programs. (07 Marks)
- 5 Brief about the role of sales manager in the international market. (07 Marks)
- 6 Explain the challenges in International sales management. (07 Marks)
- 7 What are the ways to make internet selling safe? (07 Marks)

SECTION - C

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

- 1 Elaborate the trends in sales management. (10 Marks)
- 2 Explain the types of sales organization in detail. (10 Marks)
- 3 Explain the concept of sales presentation and describe the methods of handling customer objections. (10 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and/or equations written eg. 4+4 = 30, will be treated as malpractice.

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Table of Contents Sales Management N6 Question Paper June 2013

1. Understanding the eBook Sales Management N6 Question Paper June 2013
 - The Rise of Digital Reading Sales Management N6 Question Paper June 2013
 - Advantages of eBooks Over Traditional Books
2. Identifying Sales Management N6 Question Paper June 2013
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Sales Management N6 Question Paper June 2013
 - User-Friendly Interface
4. Exploring eBook Recommendations from Sales Management N6 Question Paper June 2013
 - Personalized Recommendations
 - Sales Management N6 Question Paper June 2013 User Reviews and Ratings
 - Sales Management N6 Question Paper June 2013 and Bestseller Lists
5. Accessing Sales Management N6 Question Paper June 2013 Free and Paid eBooks
 - Sales Management N6 Question Paper June 2013 Public Domain eBooks
 - Sales Management N6 Question Paper June 2013 eBook Subscription Services
 - Sales Management N6 Question Paper June 2013 Budget-Friendly Options
6. Navigating Sales Management N6 Question Paper June 2013 eBook Formats

- ePub, PDF, MOBI, and More
- Sales Management N6 Question Paper June 2013 Compatibility with Devices
- Sales Management N6 Question Paper June 2013 Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Sales Management N6 Question Paper June 2013
 - Highlighting and Note-Taking Sales Management N6 Question Paper June 2013
 - Interactive Elements Sales Management N6 Question Paper June 2013
- 8. Staying Engaged with Sales Management N6 Question Paper June 2013
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Sales Management N6 Question Paper June 2013
- 9. Balancing eBooks and Physical Books Sales Management N6 Question Paper June 2013
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Sales Management N6 Question Paper June 2013
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Sales Management N6 Question Paper June 2013
 - Setting Reading Goals Sales Management N6 Question Paper June 2013
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Sales Management N6 Question Paper June 2013
 - Fact-Checking eBook Content of Sales Management N6 Question Paper June 2013
 - Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
- 14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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