

02604

**MANAGEMENT PROGRAMME**

**Term-End Examination**

**December, 2010**

**MS-62 : SALES MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 100  
(Weightage 70%)*

**Note :**

- (i) Answer any three questions from Section-A.*
- (ii) Section-B is compulsory.*
- (iii) All questions carry equal marks.*

**SECTION - A**

1. (a) Sales and Distribution Management supplement each other. Discuss with suitable illustration.
- (b) Explain the term Sales Presentation. What are the " Do's and Dont's " that a salesman should consider while planning for a successful business presentation ?

# Sales Management Question Paper November 2013

**Michael J. Scherm**



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