

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 ?

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Table of Contents Sales Management Question Paper November 2013

1. Understanding the eBook Sales Management Question Paper November 2013
 - The Rise of Digital Reading Sales Management Question Paper November 2013
 - Advantages of eBooks Over Traditional Books
2. Identifying Sales Management Question Paper November 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 Question Paper November 2013
 - User-Friendly Interface
4. Exploring eBook Recommendations from Sales Management Question Paper November 2013
 - Personalized Recommendations
 - Sales Management Question Paper November 2013 User Reviews and Ratings
 - Sales Management Question Paper November 2013 and Bestseller Lists
5. Accessing Sales Management Question Paper November 2013 Free and Paid eBooks
 - Sales Management Question Paper November 2013 Public Domain eBooks
 - Sales Management Question Paper November 2013 eBook Subscription Services
 - Sales Management Question Paper November 2013 Budget-Friendly Options

6. Navigating Sales Management Question Paper November 2013 eBook Formats
 - ePub, PDF, MOBI, and More
 - Sales Management Question Paper November 2013 Compatibility with Devices
 - Sales Management Question Paper November 2013 Enhanced eBook Features
7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Sales Management Question Paper November 2013
 - Highlighting and Note-Taking Sales Management Question Paper November 2013
 - Interactive Elements Sales Management Question Paper November 2013
8. Staying Engaged with Sales Management Question Paper November 2013
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Sales Management Question Paper November 2013
9. Balancing eBooks and Physical Books Sales Management Question Paper November 2013
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Sales Management Question Paper November 2013
10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
11. Cultivating a Reading Routine Sales Management Question Paper November 2013
 - Setting Reading Goals Sales Management Question Paper November 2013
 - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of Sales Management Question Paper November 2013
 - Fact-Checking eBook Content of Sales Management Question Paper November 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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