

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 ?

Question Paper Of Sales Management November 2014

Dheeraj Kumar Singh



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Objective Question Commerce - Financial Management Dheeraj Kumar Singh, Useful for all Commerce competitive examination where Objective Questions are asked like College Lecturer Assistant Professor UGC NET JRF Commerce SET Commerce Phd Entrance Accounts Officers PGT Commerce M Com Entrance etc *UGC NET JRF Management Previous Year Question Paper & Answer* Dheeraj Kumar Singh, 2005 June Paper II 4 7 2005 December Paper II 8 11 2006 June Paper II 12 15 2006 December Paper II 16 19 2007 June Paper II 20 23 2007 December Paper II 24 27 2008 June Paper II 28 31 2008 December Paper II 32 35 2009 June Paper II 36 39 2009 December Paper II 40 43 2010 June Paper II 44 47 2010 December Paper II 48 51 2011 June Paper II 52 56 2011 December Paper II 57 61 2012 June Paper II 62 67 2012 June Paper III 68 76 2012 December Paper II 77 82 2012 December Paper III 83 90 2013 June Paper II 91 97 2013 June Paper III 98 109 2013 September Paper II 110 118 2013 September Paper III 119 129 2013 December Paper II 130 136 2013 December Paper III 137 147 2014 June Paper II 148 155 2014 June Paper III 156 167 2014 December Paper II 168 174 2014 December Paper III 175 184 2015 June Paper II 185 190 2015 June Paper III 191 201 2015 December Paper II 202 210 2015 December Paper III 211 223 2016 July Paper II 224 233 2016 July Paper III 234 247 2016 September Paper II 248 256 2016 September Paper III 257 271 2017 January Paper II 272 279 2017 January Paper III 280 292 2017 November Paper II 293 300 2017 November Paper III 301 312 2018 July Paper II 313 327 2018 December Paper II 328 344 2019 June Paper II 345 356 2019 December Paper II 357 371 2020 October First shift 372 387 PGT Commerce Chapter-wise Question Bank - Unit 3: Cost & Management Accounting Dheeraj K. Singh, Sales Force Management Joseph F. Hair, Jr., Rolph Anderson, Rajiv Mehta, Barry Babin, 2020-09-16 The second edition of Sales Force Management prepares students for professional success in the field Focused on the areas of customer loyalty customer relationship management and sales technology this practical resource integrates selling and sales management while highlighting the importance of teamwork in any sales and marketing organization The text presents core concepts using a comprehensive pedagogical framework featuring real world case studies illustrative examples and innovative exercises designed to facilitate a deeper understanding of sales management challenges and to develop stronger sales management skills Supported with a variety of essential ancillary resources for instructors and students Sales Force Management 2nd Edition includes digital multimedia PowerPoints for each chapter equipped with voice over recordings ideal for both distance and in person learning Additional assets include the instructor s manual computerized and printable test banks and a student companion site filled with glossaries flash cards crossword puzzles for reviewing key terms and more Integrating theoretical analytical and pragmatic approaches to sales management the text offers balanced coverage of a diverse range of sales concepts issues and activities This fully updated edition addresses the responsibilities central to managing sales people across multiple channels and through a variety of methods Organized into four parts the text provides an overview of personal selling and sales management discusses planning

organizing and developing the sales force examines managing and directing sales force activities and explains effective methods for controlling and evaluating sales force performance

UGC NET JRF Commerce Previous Years' Questions Paper Year Wise - June 2012 Onwards Dheeraj K. Singh, From 2012 June to 2023 March Total 43 Sets 1 2012 June Paper II 4 8 2 2012 June Paper III 9 15 3 2012 December Paper II 16 20 4 2012 December Paper III 21 26 5 2013 June Paper II 27 31 6 2013 June Paper III 32 39 7 2013 September Paper II 40 44 8 2013 September Paper III 45 52 9 2013 December Paper II 53 57 10 2013 December Paper III 58 65 11 2014 June Paper II 66 70 12 2014 June Paper III 71 77 13 2014 December Paper II 78 82 14 2014 December Paper III 83 90 15 2015 June Paper II 91 95 16 2015 June Paper III 96 104 17 2015 December Paper II 105 109 18 2015 December Paper III 110 118 19 2016 July Paper II 119 125 20 2016 July Paper III 126 135 21 2016 September Paper II 136 142 22 2016 September Paper III 143 152 23 2017 January Paper II 153 159 24 2017 January Paper III 160 169 25 2017 November Paper II 170 176 26 2017 November Paper III 177 187 27 2018 July Paper II 188 199 28 2018 December Paper II 200 211 29 2019 June Paper II 212 221 30 2019 December Paper II 222 233 31 2020 October Shift I 234 246 32 2020 October Shift II 247 258 33 2021 25th November Shift I 259 271 34 2021 25th November Shift II 272 284 35 2021 26th November Shift I 285 297 36 2022 29th September Shift I 298 310 37 2022 29th September Shift II 311 324 38 2022 14th October Shift I 325 338 39 2023 4th March Shift I 339 351 40 2023 4th March Shift II 352 365 41 2023 13th June Shift I 366 378 42 2023 13th June Shift II 379 392 43 2023 13th June Shift II 393 406

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Staff Oil Pipeline Handbook, Volume V-B, August 2014

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Dheeraj Kumar Singh, *Customer Relationship Management* Daniel D. Prior, Francis Buttle, Stan Maklan, 2024-01-23 This highly regarded textbook provides the definitive account of Customer Relationship Management CRM concepts applications and technologies focusing on how companies can create and maintain mutually beneficial relationships with customers Readers will gain a thorough understanding of the conceptual foundations of CRM see CRM in practice through illustrative case examples and exercises and understand how to organise customer data gathering analysis and presentation for decision making The book achieves these outcomes by first considering strategic CRM before moving into operational CRM and finally onto analytical aspects of CRM The fifth edition has been fully updated to include A series of new case examples to illustrate CRM within various regional and industrial contexts including those relevant to large medium and small enterprises A series of new exercises and discussion questions to help readers understand CRM concepts and to support pedagogical processes particularly in higher education environments A greater emphasis on managerial applications of CRM through new content to help guide managers An updated account of new and emerging technologies relevant to CRM Expanded coverage of

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