

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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