MANAGEMENT PROGRAMME

Term-End Examination December, 2010

MS-62: SALES MANAGEMENT

Time: 3 hours

Maximum Marks: 100

(Weightage 70%)

Note:

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

SECTION - A

- (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

Joseph F. Hair, Jr., Rolph
Anderson, Rajiv Mehta, Barry Babin

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Sales Management Thomas N. Ingram, Raymond W. LaForge, Ramon A. Avila, Charles H. Schwepker Jr, Michael R. Williams, 2024-01-22 This 11th edition of Sales Management continues the tradition of blending the most recent sales management research with the real life best practices of leading sales organizations and sales professionals Reflecting today s emphasis on analytics and customer experience CX this edition focuses on the importance of employing different data based selling strategies for different customer groups as well as integrating corporate business marketing and sales level strategies and plans Sales Management includes coverage of the current trends and issues in sales management along with real world examples from the contemporary business world that are used throughout the text to illuminate chapter discussions. The new 11th edition includes Emphasis on data driven decision making ethics the use of artificial intelligence the customer experience leadership sales enablement technology and new communication technologies Updated end of chapter cases with application questions along with skill building experiential exercises with discovery investigations and focused role plays which place students in the role of sales manager Updated ethical dilemmas for students to practice ethical decision making Revised Sales Management in Action boxes Multiple vignettes embedded in each chapter featuring sales management professionals and well known companies discussing key topics from that chapter This text is core reading for postgraduate MBA and executive education students studying sales management An updated online instructor's manual with solutions to cases and exercises a revised test bank and updated PowerPoints is available to adopters **Evaluating Public Relations** Tom Watson, Paul Noble, 2014-06-03 Operating under tight budget constraints and with an ever increasing range of tools and technologies to choose from PR professionals have never been under so much pressure to justify their decisions Evaluating Public Relations advises PR practitioners at all levels on how to demonstrate clearly and objectively the impact that their work has to their clients and managers The authors draw on both their practical and academic experience to discuss a diverse range of evaluation methods and strategies This fully updated edition of Evaluating Public Relations includes coverage and advice on the industry standards on PR measurement Covering both theory and practice and containing case studies on Philips Pepsi St John Ambulance Medicare and Westminster City Council it is an essential handbook for both students and experienced practitioners M.Com Entrance Question Paper (Subject wise bifurcated) - Delhi University Dheeraj Kumar Singh, This book contains previous year question asked in M Com Entrance Delhi University All Question Paper is divided in 4 groups and then Subject wise 1 Financial Accounting 5 19 2 Corporate Accounting 20 30 3 Cost Management Accounting 31 52 4 Business Mathematics 53 71 5 Business Statistics 72 94 6 Macro Economics Indian Economy 95 117 7 Micro Economics 118 137 8 Income Tax 138 150 9 Business Law 151 162 10 Business Management 163 175 11 Corporate Law 176 185 Financial Accounting 2020 7 Questions 1 In case of rising prices inflation FIFO method will a Provide lowest value of closing stock and profit b Provide highest value of closing stock and profit c Provide highest value of

closing stock but lowest value of profit d Provide highest value of profit but lowest value of closing stock 2 Which of the following will cause difference on a trial balance a An invoice omitted from the sale day book b An invoice of Rs 1 500 entered in the sale day book as Rs 15 000 c An invoice of Rs 5 000 entered in the sale day book not included in the monthly total d A credit note entered to the sales day book 3 International Accounting Standards IAS have been developed by a The European commission b The International accounting standard committee c The financial reporting council d All of these 4 Which one of the following item cannot be recorded in the appropriation account in case of partnership accounting a Interest on capital b Interest on drawings c Rent paid to partners d Partners salary 5 In the absence of partnership deed interest on partners loan is payable by firm a 12% p a b 6% p a c 10% p a d 16% p a 6 Royalties revenue should be recognized a On an accrual basis in accordance with the terms of the relevant agreement b On cash basis c On an actual basis d Revenue is recognized on the time proportion basis 7 AS 29 is Applicable only to a Provision for valuation adjustment for fixed Assets b Provision for Liabilities and charges c Provision for valuation adjustment for current assets d Furniture Tax FA2011 Practice and revision kit BPP Learning Media, 2013-01-01 The examiner reviewed F6 Practice and Revision Kit provides invaluable guidance on how to approach the exam and contains past ACCA exam guestions for you to try You will learn what to expect on the test and our detailed solutions provide tips on how to approach questions advice on gaining easy SEBI Officer Grade A- General Stream Exam Paper 2: Commerce and marks and examiner s comments Management Practice Sets Dr Chandresh Agrawal, nandini books, 2025-06-27 SGN The Book SEBI Officer Grade A General Stream Exam Paper 2 Commerce and Management Practice Sets Covers Commerce and Management Objective Questions Asked in Various Competitive Exams Answers For All Ouestions Fundamentals of Marketing Paul Baines, Chris Fill, Sara Rosengren, Paolo Antonetti, 2017 Do you want to know how a traditionally French brand expands into an international market how a department store can channel its business online or how any organization can incorporate social media into their communication campaigns What can you learn from these practices how do they incorporate sustainability and ethical practice and how could it influence your career whether in marketing or not Incorporating the big brand case studies unique expert insights and engaging learning features of the best selling Marketing by Baines Fill and Rosengren Fundamentals of Marketing is the most complete resource for students looking for a briefer guide to help build their theoretical understanding of marketing into skilful practice Covering the most essential theories and latest trends this book take you from the traditional marketing mix to the cutting edge trends of the discipline with a particular focus on sustainability ethics and digitalization With cases featuring international companies such as YouTube Kopparberg and Nestle and exploring issues such as greenwashing guilt appeals and responsible branding the book goes beyond marketing theory to illustrate marketing at work in the business world and how it can be used to promote a company's success Review and discussion questions conclude each chapter prompting readers to examine the themes discussed in more detail and critically engage with the

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The Changing Function of Compliance Sharon Ward,2023-09-18 As risks arising within the business environment grow in size and complexity so too do the regulatory requirements put in place to manage them The pace of regulatory change is itself a significant business risk and compliance departments are under increasing pressure to keep up with the change and

adapt their organisations accordingly This new edition of what has become an indispensable guide to regulation compliance brings readers up to date with changing areas of focus and provides guidance for regulated firms and regulators alike The Changing Function of Compliance considers the relationship between regulation and compliance as well as key influences on both offering insight into the effectiveness of current approaches and addressing practical compliance challenges It explains the purpose and development of regulatory risk management and the existing regulatory environment and provides a detailed exploration of the compliance function explaining how the role might be strengthened and how best to approach the role to enable it to be effective This practical and accessible handbook includes a mix of hands on advice examples and research based on the experiences of practitioners educators and regulators drawn from across a wide range of jurisdictions and sectors This book is an essential read whether you are concerned about the growing and changing implications of regulatory risk the benefit of leveraging additional value from your compliance function or your own compliance role or ways of transforming and sustaining the function to ensure its continued relevance to the business **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 **Social Commerce** Efraim Turban, Judy Strauss, Linda Lai, 2015-11-17 This is a multidisciplinary textbook on social commerce by leading authors of e commerce and e marketing textbooks with contributions by several industry experts It is effectively the first true textbook on this topic and can be used in one of the following ways Textbook for a standalone elective course at the undergraduate or graduate levels including MBA and executive MBA programs Supplementary text in marketing

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Arms Sales and Regional

Stability The International Institute for Strategic Studies (IISS),2023-04-28 The book considers the main arms exporting countries including China Russia and the US as well as several European states and the policies each employs in deciding advanced weapons sales to key regions of the world It examines whether such sales are inherently stabilising or de stabilising regarding regional security Regions reviewed in detail include the Middle East and the Indo Pacific Combat aircraft sales are a focus for the volume given both their practical and symbolic importance The volume focuses on the behaviour and policies of the main arms exporting nations since the end of the Cold War shifts in their arms export policies and the tensions that can emerge within or between countries over proposed arms sales It also considers the impact of countries that were previously only recipients of advanced weapons moving to develop their own defence industrial base

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