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14MBAMM407

**Fourth Semester MBA Degree Examination, June/July 2016**  
**Sales Management**

Time: 3 hrs.

Max. Marks: 100

**SECTION - A**

*Note : Answer any FOUR questions from Q.No.1 to Q.No.7.*

- 1 Write a note on selling and business style. (03 Marks)
- 2 Define sales management. (03 Marks)
- 3 Mention the factors that influence the size of a sales territory. (03 Marks)
- 4 Describe the importance of sales motivation. (03 Marks)
- 5 What are driving forces of international marketing? (03 Marks)
- 6 Mention the market selection process. (03 Marks)
- 7 What is online trading? Give examples. (03 Marks)

**SECTION - B**

*Note : Answer any FOUR questions from Q.No.1 to Q.No.7.*

- 1 What is personal selling? Explain the types of personal selling. (07 Marks)
- 2 Explain the methods in setting sales quota and if you are a sales manager of a FMCG, which type of sales quota will you refer for your organisation? (07 Marks)
- 3 Elucidate the qualities and responsibilities of sales manager. (07 Marks)
- 4 Explain the methods used in training programs. (07 Marks)
- 5 Brief about the role of sales manager in the international market. (07 Marks)
- 6 Explain the challenges in International sales management. (07 Marks)
- 7 What are the ways to make internet selling safe? (07 Marks)

**SECTION - C**

*Note : Answer any FOUR questions from Q.No.1 to Q.No.7.*

- 1 Elaborate the trends in sales management. (10 Marks)
- 2 Explain the types of sales organization in detail. (10 Marks)
- 3 Explain the concept of sales presentation and describe the methods of handling customer objections. (10 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.  
 2. Any revealing of identification, appeal to evaluator and/or equations written eg. Q-4 = 30, will be treated as malpractice.

# Sales Management June N6 2011 Question Paper

**Sarel Nortjé**



**Sales Management June N6 2011 Question Paper:**

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This book delves into Sales Management June N6 2011 Question Paper. Sales Management June N6 2011 Question Paper is an essential topic that needs to be grasped by everyone, from students and scholars to the general public. The book will furnish comprehensive and in-depth insights into Sales Management June N6 2011 Question Paper, encompassing both the fundamentals and more intricate discussions.

1. The book is structured into several chapters, namely:

- Chapter 1: Introduction to Sales Management June N6 2011 Question Paper
- Chapter 2: Essential Elements of Sales Management June N6 2011 Question Paper
- Chapter 3: Sales Management June N6 2011 Question Paper in Everyday Life
- Chapter 4: Sales Management June N6 2011 Question Paper in Specific Contexts
- Chapter 5: Conclusion

2. In chapter 1, the author will provide an overview of Sales Management June N6 2011 Question Paper. The first chapter will explore what Sales Management June N6 2011 Question Paper is, why Sales Management June N6 2011 Question Paper is vital, and how to effectively learn about Sales Management June N6 2011 Question Paper.

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4. In chapter 3, this book will examine the practical applications of Sales Management June N6 2011 Question Paper in daily life. This chapter will showcase real-world examples of how Sales Management June N6 2011 Question Paper can be effectively utilized in everyday scenarios.

5. In chapter 4, this book will scrutinize the relevance of Sales Management June N6 2011 Question Paper in specific contexts. The fourth chapter will explore how Sales Management June N6 2011 Question Paper is applied in specialized fields, such as education, business, and technology.

6. In chapter 5, the author will draw a conclusion about Sales Management June N6 2011 Question Paper. This chapter will summarize the key points that have been discussed throughout the book.

This book is crafted in an easy-to-understand language and is complemented by engaging illustrations. It is highly recommended for anyone seeking to gain a comprehensive understanding of Sales Management June N6 2011 Question Paper.

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