

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.*
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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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C Cleary



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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 *08 PGT Commerce*
Chapter-wise Question Bank - Unit 8: Human Resource Management & Marketing Management Dheeraj Kumar Singh,

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 *Marketing Strategy and Management* Michael J. Baker, 2017-09-16 The fifth edition of Marketing Strategy and Management builds upon Michael Baker's reputation for academic rigor It retains the traditional functional 4Ps approach to marketing but incorporates current research topical examples and case studies encouraging students to apply theoretical principles and frameworks to real world situations

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

ACCA Paper F6 - 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 questions 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 marks and examiner s comments

SEBI Officer Grade A- General Stream Exam Paper 2: Commerce and 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 Questions *Marketing Management* Philip Kotler,Kevin Keller,Mairead Brady,Malcolm Goodman,Torben Hansen,2019-07-12 The classic Marketing Management is an undisputed global best seller an encyclopedia of marketing considered by many as the authoritative book on the subject **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 **Scrum for Sales**

Michael J. Scherm,2021-10-30 Many companies want to make their sales agile Some of them have tried to set up agile sales organizations but such top down approaches and big bang rollouts seldom seem to work This book shows how the elements of the leading agile framework Scrum should be applied to install agility in the salesforce improve sales performance and resolve typical performance issues in sales organizations It contains concrete guidelines real world examples and useful tools to create the necessary change step by step and built to last **Regulating Information Asymmetry in the Residential**

Real Estate Market Devin Lin,2017-07-06 This book conducts a detailed examination of the current form of the Hong Kong residential property regulatory system the 2013 Residential Properties Firsthand Sales Ordinance Cap 621 The author sheds light on how the new legislation promotes a number of values including information symmetry consumer protection the free market and business efficacy It provides a detailed account of how the regulatory mechanism has evolved over the past three decades to catch unconscionable sales tactics such as selective information and or misrepresentation of location size completion date and past transactions and monitor sales practices in order to protect the interests of stakeholders in this ever changing first hand residential property market This book breaks down this complicated subject matter by focusing a number of chapters each on a specific attribute of the residential property on sale It then examines the various channels through which the information is communicated to the prospective buyer and discusses misrepresentation of the key information in sales of residential properties as criminal liability The tension between consumer s rights on one hand and the pursuit of free market principles on the other is but one example of the conflicting values thoroughly discussed in the book others include superstition vs modernization and clarity vs flexibility Aimed at those with an interest in consumer protection and transparency orientated legislation in commercialized real estate transactions this book seeks to provide an in depth discussion of the latest trends and directions of travel **Managing the Football World Cup** S. Frawley,D.

Adair,2014-12-02 Managing the Football World Cup explores areas often overlooked by project management and business

studies researchers Therefore considering the global impact of the Football World Cup it is time for a detailed examination of the planning organization management implementation and related commercial features of this mega sport event **Sales Force Management** Gregory Rich,2023-12-13 Formerly published by Chicago Business Press now published by Sage Written in an engaging and student friendly manner Sales Force Management provides a blend of cutting edge research and practical strategies Author Gregory A Rich delves into the challenges faced by today s sales managers covering topics such as technology globalization and social selling keeping your students up to date with the latest developments in the field

Global Strategic Management Jedrzej George Frynas,Kamel Mellahi,2015 Emphasising the essential techniques of business best practices this title offers thorough analysis and discussions on concepts such as environmental analysis strategy development and strategy implementation EBOOK: Marketing: The Core KERIN,2017-01-26 EBOOK Marketing The Core Sales Management ,1939 **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 theory Links to seminal papers throughout each chapter also present the opportunity to take learning further and read in depth on selected topics A fully integrated Online Resource Centre allows you to learn from real life marketers whose video interviews expand on the book s Case Insights to offer a more in depth view of their world From Withers Worldwide to Aston Martin Lanson International to Spotify household names as well as SMEs and online businesses discuss their real life marketing dilemmas and how they navigated their way to a positive outcome Test bank questions internet activities and web links also allow you to test your learning and explore key concepts further Fundamentals of Marketing has all you need to begin your journey into the fascinating world of marketing The book is accompanied by an Online Resource Centre that features For everyone Case Insight videos Library of video links Worksheets For students Author audio podcasts Multiple

choice questions Flashcard glossaries Employability guidance and marketing careers insights Internet activities Research insights Web links For lecturers VLE content PowerPoint slides Test bank Essay questions Tutorial activities Marketing resource bank Pointers on answering the discussion question at the end of each chapter of the book Figures and tables from the book in electronic format Transcripts of the Case Insight videos **PGT Commerce Chapter-wise Question Bank - Unit 2: Corporate Accounting** Dheeraj Kumar Singh, JSSC-PGTTCE-Jharkhand PGT Commerce Exam Paper II E Book Dr Chandresh Agrawal, nandini books, 2025-01-30 SGN The E Book JSSC PGTTCE Jharkhand PGT Commerce Exam Paper II Covers Commerce Objective Questions Asked In Various Competitive Exams With Answers *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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