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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-1 = 30, will be treated as malpractice.

Sales Management June N6 2011 Question Paper

Kathleen Armour



Sales Management June N6 2011 Question Paper:

Unveiling the Magic of Words: A Report on "**Sales Management June N6 2011 Question Paper**"

In a world defined by information and interconnectivity, the enchanting power of words has acquired unparalleled significance. Their ability to kindle emotions, provoke contemplation, and ignite transformative change is actually awe-inspiring. Enter the realm of "**Sales Management June N6 2011 Question Paper**," a mesmerizing literary masterpiece penned by a distinguished author, guiding readers on a profound journey to unravel the secrets and potential hidden within every word. In this critique, we shall delve into the book's central themes, examine its distinctive writing style, and assess its profound impact on the souls of its readers.

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