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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. $4 \times 4 = 16$, will be treated as malpractice.

Sales Management June N6 2011 Question Paper

Yi-Tong Ma



Sales Management June N6 2011 Question Paper:

Unveiling the Power of Verbal Beauty: An Psychological Sojourn through **Sales Management June N6 2011 Question Paper**

In a world inundated with displays and the cacophony of quick transmission, the profound energy and psychological resonance of verbal beauty usually fade into obscurity, eclipsed by the continuous onslaught of sound and distractions. Yet, located within the musical pages of **Sales Management June N6 2011 Question Paper**, a interesting perform of literary splendor that pulses with organic thoughts, lies an unforgettable trip waiting to be embarked upon. Published with a virtuoso wordsmith, that exciting opus guides visitors on an emotional odyssey, softly revealing the latent potential and profound impact stuck within the complicated internet of language. Within the heart-wrenching expanse of the evocative examination, we shall embark upon an introspective exploration of the book is central subjects, dissect their charming publishing style, and immerse ourselves in the indelible impact it leaves upon the depths of readers souls.

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