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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. 4+4 = 30, will be treated as malpractice.

# Sales Management June N6 2011 Question Paper

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

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Sales Management June N6 2011 Question Paper: Bestsellers in 2023 The year 2023 has witnessed a remarkable surge in literary brilliance, with numerous captivating novels captivating the hearts of readers worldwide. Lets delve into the realm of popular books, exploring the engaging narratives that have captivated audiences this year. The Must-Read : Colleen Hoover's "It Ends with Us" This touching tale of love, loss, and resilience has captivated readers with its raw and emotional exploration of domestic abuse. Hoover masterfully weaves a story of hope and healing, reminding us that even in the darkest of times, the human spirit can triumph. Sales Management June N6 2011 Question Paper : Taylor Jenkins Reids "The Seven Husbands of Evelyn Hugo" This intriguing historical fiction novel unravels the life of Evelyn Hugo, a Hollywood icon who defies expectations and societal norms to pursue her dreams. Reids compelling storytelling and compelling characters transport readers to a bygone era, immersing them in a world of glamour, ambition, and self-discovery. Discover the Magic : Delia Owens "Where the Crawdads Sing" This evocative coming-of-age story follows Kya Clark, a young woman who grows up alone in the marshes of North Carolina. Owens spins a tale of resilience, survival, and the transformative power of nature, captivating readers with its evocative prose and mesmerizing setting. These bestselling novels represent just a fraction of the literary treasures that have emerged in 2023. Whether you seek tales of romance, adventure, or personal growth, the world of literature offers an abundance of compelling stories waiting to be discovered. The novel begins with Richard Pappen, a bright but troubled young man, arriving at Hampden College. Richard is immediately drawn to the group of students who call themselves the Classics Club. The club is led by Henry Winter, a brilliant and charismatic young man. Henry is obsessed with Greek mythology and philosophy, and he quickly draws Richard into his world. The other members of the Classics Club are equally as fascinating. Bunny Corcoran is a wealthy and spoiled young man who is always looking for a good time. Charles Tavis is a quiet and reserved young man who is deeply in love with Henry. Camilla Macaulay is a beautiful and intelligent young woman who is drawn to the power and danger of the Classics Club. The students are all deeply in love with Morrow, and they are willing to do anything to please him. Morrow is a complex and mysterious figure, and he seems to be manipulating the students for his own purposes. As the students become more involved with Morrow, they begin to commit increasingly dangerous acts. The Secret History is a masterful and gripping novel that will keep you guessing until the very end. The novel is a cautionary tale about the dangers of obsession and the power of evil.

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