MANAGEMENT PROGRAMME

Term-End Examination December, 2010

MS-62: SALES MANAGEMENT

Time: 3 hours

Maximum Marks: 100

(Weightage 70%)

Note:

- Answer any three questions from Section-A.
- (ii) Section-B is compulsory.
- (iii) All questions carry equal marks.

SECTION - A

- (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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Tulsian P.C. & Tulsian Bharat

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