

Register Number :  
Name of the Candidate :

**7 1 6 4**

**P.G. DIPLOMA EXAMINATION, 2013**

( MARKETING MANAGEMENT )

( PAPER - II )

**120. SALES MANAGEMENT AND  
MARKETING RESEARCH**

May ] [ Time : 3 Hours

Maximum : 100 Marks

*Answer any FIVE questions.*

*Choosing not more than THREE from each part.  
ALL questions carry EQUAL marks.*

**PART - A**

1. (a) Define sales management? What are the objectives of sales management? (10)

(b) Discuss the selling strategies and tactics in detail. (10)

**Turn Over**

2. (a) Explain the process of personal selling. (10)
- (b) What are the types of sales organization. (10)
3. (a) Briefly explain different types of sales quota. (10)
- (b) Explain the concept of compensating sales force. (10)
4. (a) Define motivation? Explain motivation theories. (10)
- (b) Discuss the various sales techniques. (10)
5. (a) What is a salesmen? What are the quality of salesman. (10)
- (b) Discuss the ethical problems in selling. (10)

### **PART – B**

6. (a) Discuss the scope and importance of marketing research. (10)
- (b) Explain the marketing research process. (10)

7. What are the essentials of a good research design? (10)
8. What is secondary data? Explain different types of collecting secondary data. (10)
9. What is sampling? Describe the different types of sampling? (10)
10. What is report writing? What are the principles of Reports writing? (10)