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Register Number:

7004

Name of the Candidate:

M.B.A. DEGREE EXAMINATION December 2014

(MANAGEMENT PRACTICES)

(SECOND YEAR)

252: SALES AND MARKETING MANAGEMENT

Time: Three hours

Maximum: 75 marks

SECTION-A

Answer any FIVE questions

(5 × 3 = 15)

1. Define sales management.
2. What are the functions of salesman?
3. Write short notes on recruitment.
4. What is meant by sales quota?
5. State the various sales strategies and methods. (a) Push strategy (b) Pull Strategy.
6. What are the advantages of sales force training?
7. Give a note on territory management.
8. Define selection.

SECTION-B

Answer any THREE questions

(3 × 10 = 30)

9. Explain the different types of salesmanship with suitable example.
10. What are the factors determining allocation of sales territories?
11. Narrate briefly steps in the personal selling process.
12. What are the roles of sales management in marketing?
13. As a sales manager, how will measure the performance of your salesman?

SECTION-C

Answer any ONE question

(1 × 15 = 15)

14. What do you mean by 'Buyer Formula' theory of selling?
15. How will you evaluate the sales force?
16. What information does a hiring organisation seek when evaluating recruited candidates?

SECTION-D
COMPULSORY

(1 × 15 = 15)

17. Explain the various channels of distribution with suitable diagram and examples.
