



SABARAGAMUWA UNIVERSITY OF SRI LANKA
FACULTY OF MANAGEMENT STUDIES

07

BSc DEGREE PROGRAMME IN MARKETING MANAGEMENT
YEAR III SEMESTER I EXAMINATION – SEPTEMBER/OCTOBER 2017

SALES MANAGEMENT - MM 3163®

Time allowed: THREE (03) Hours

Answer any FIVE (05) questions.

- 1
 - i "Sales Management is not essential and Marketing Management is essential for a selling organization." Comment on the statement given above. (10 Marks)
 - ii Discuss the theories of selling and applicability of each theory by highlighting strong and weak points of each. (10 Marks)
- 2
 - i "Product quality is important than sales people in any business." Comment on the statement given above. (10 Marks)
 - ii What do you mean by "Key Accounts Handling" and explain its importance for a selling organization. (10 Marks)
- 3
 - i Discuss the methods available for sales forecasting. (10 Marks)
 - ii Discuss the steps of selling process by using a product. (10 Marks)
- 4
 - i Assume that you are a sales manager of milk powder selling organization and your market is all areas of Sri Lanka. Discuss how do you design sales territories for your company. (10 Marks)
 - ii Discuss how do you motivate your sales personnel. (10 Marks)
- 5
 - i Discuss the importance of sales planning for a sales manager. (10 Marks)
 - ii Discuss the importance of sales analysis before and after launching a product. (10 Marks)

- 6 i Do you think that a cost-benefit analysis based on monetary terms is a successful measure in deciding factor to conducting a sales training programme? Briefly explain your view on the statement given above. (10 Marks)
- ii Discuss the importance of personnel selling for a selling organization. (10 Marks)
- 7 i "Sales performance and compensations needs to be matched with each other." Comment on the statement given above. (10 Marks)
- ii Discuss the different types of sales quotas by highlighting advantages and disadvantages of each. (10 Marks)