

Course: IMBA2

Sem: IV

Even Sem Second Sessional Test Paper (2023-24)

Subject: Sales Management

Time: 3 Hours

Max. Marks: 60

SECTION-A

Q.1. Attempt **ALL PARTS** of the following:

(8*1=8)

- What is Retailing?
- Define Sales.
- What do you mean Training?
- What do you mean by Remuneration?
- What is Motivation?
- What do you mean by sales territories?
- What do you mean by prospects?
- What is after sales services?

SECTION-B

Q.2. Attempt **ANY TWO** parts of the following:

(2*6=12)

- Explain the functional relationship of sales department with the other departments of organization?
- You are the marketing manager of a firm manufacturing and marketing Electronics products. Prepare a plan of recruitment and selection.
- "Good salesman is born not trained". Do you agree with it? Give reason for your answer..
- What are the methods used for handling and overcoming sales objections.

SECTION-C

Q.3. (Attempt any **TWO PARTS** from the following)

(2*5=10)

- Define Marketing and. Bring out differences between Selling and marketing
- Write in detail the different forms of sales organization?
- Write in detail principles of Sales.

Q.4. (Attempt any **TWO PARTS** from the following)

(2*5=10)

- What are the duties and responsibilities of a good salesman?
- Explain the changing role of sales forces in the current market situation.
- 'If you pay a sales person enough you will have a well-motivated sales person.' Comment.

Q.5. (Attempt any **TWO PARTS** from the following)

(2*5=10)

- What are the sales quotas and why it is important for a sales manager to set quotas for sales people?
- How is sales promotion defined? What are the types of sales promotion?
- What do you mean by sales demonstration? What are its techniques?

Q.6. (Attempt any **TWO PARTS** from the following)

(2*5=10)

- What are the characteristics of prospects?
- Write in detail the methods used by salesman in closing of sale.
- Discuss the buying behavior of buyer.