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Register Number :

6929

Name of the Candidate :

M.B.A. DEGREE EXAMINATION MAY 2014**(APPLIED MANAGEMENT)****(SECOND YEAR)****240 — SALES MANAGEMENT**

Time : Three hours

Maximum : 75 marks

SECTION A**Answer any FIVE questions.****(5 × 3 = 15)**

1. Define Sales Management.
2. Write short note in marketing policies.
3. What is B2B marketing?
4. What are the reasons for using sales quotas?
5. How will you maintain relations of network changes?
6. Define sales job description.
7. How will you record actual performance?
8. How will you control sales personnel through supervision?

SECTION B**Answer any THREE questions.****(3 × 10 = 30)**

9. What do you know about the types of selling?
10. Describe the evolution of sales management.
11. What is sales control?
12. Describe personal selling situations.
13. What are buying process?

SECTION C**Answer any ONE questions.****(1 × 15 = 15)**

14. Describe closing sales.
15. Explain sales forecast and its types.
16. What are the objectives of using quotas?

SECTION D**Compulsory.****(1 × 15 = 15)**

17. Describe job analysis and job descriptions.
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