

Paper-12B (ii): Sales Management

Time: 3 hrs

Max. Marks: 80

SECTION-A

Answer ALL questions

4X15=60

1. (a) Explain the importance of sales management in marketing.

(Or)

- (b) Explain the relations of sales department in an organization.

2. (a) Describe the theoretical aspects of salesmanship.

(Or)

- (b) What is sales budget? What factors do you consider in preparing sales budget.

3. (a) Explain the methods of compensating the sales personnel.

(Or)

- (b) How do you evaluate the performance of sales personnel.

4. (a) Write a note on the importance of sales Quota.

- (b) case study

Sales and marketing management association-proposed sales mans-for- a- day program. The Executive committee of sales and marketing executives of greater Boston. Inc. was executives of Greater Boston considering a proposal under which students from several area colleges would each spend a day with SME – member company sales personal to gain better in right into the world of selling. SME- Boston was a local chapter of SME international a worldwide association with about 30000 members.

SME boston as over 200 members representing 190 companies.

Stovert freeman president of the vantom chapter received the proposal for a “Salesman for a day “ program from Tomalden a member of the marketing faculty at a local college. Several months previously freemen and olden has discussed together some of the problems in getting more college students interested inselling carriers.

Alden mentioned that the measority of the students had no appreciation are feeling for selling simply because they had never done any. Also it was his opinion that among any college students selling was considered a low percentage job as a result he reasoned many qualified graduation never even considered a carrier in selling. Alalon then said about to develop a program through which college students could atleast

become familiar with the life of a personal salesman and gain some understanding of what selling is about. The result was his proposal entitled “ Salesman for a day”. Which he submitted to freemen in the hope that the boston SME would considered it.

Under Alden’s plan sales Executives of the various bosten SME member companies would be contracted by mail using SME letterhead statitency and asked to participates by indentifying one or more sales people who would agree who have a college student company them on their calls for a day. He sales people then would be mailed a form on which they were to indicate the day time and place of meeting which the student. A student would be selected and his/her name forwarded to the participating salesman. If done at the beginning of the semiater ample time was guaranteed to arrange a time current to both The sales people and the students.

While the initial program was to be strictly voluntary, Alden felt that each student should complete a questioner indicate the value of salesman per a day program to determine whether the program should be continued Alden also forever the day when the salesman per-day program would be made into a requirement for the selling and sales management course that he taught

He believed this was a natural for that committee and be agreed to present the proposal with one amendment to the Executive committee for possibly adaption. The amendment was the three of the participating people a sales manager and a sales person would be invited to one of the regular SME dinner meetings to discuss the results of the salesman for a day. Programme with the membership.

Should the Boston SME chapter have adopted the proposal? Why or why not?

SECTION-B

Answer any Four Questions

4 x 5 = 20

5. Sales Quota
6. Sales promotion tools.
7. Uses of sales forecast
8. Sales Territory
9. Qualities of good salesman.
10. Types of sales reports.
11. Prospecting
12. Sales promotion programme.