

MAY 2012

P/ID 6020/MEC

Time : Three hours

Maximum : 80 marks

PART A — (8 × 5 = 40 marks)

Answer any EIGHT questions.

All questions carry equal marks.

1. Discuss the scope of sales management.
2. Define sales audit.
3. Distinguish between marketing and sales management.
4. What are the social responsibilities of Sales manager?
5. Explain AIDAS theory of selling.
6. What are the key limitations of casual method of sales forecasting?
7. What is the significance of sales budget?
8. What is a Sales Quota?

9. Discuss the role of distribution in the marketing mix.
10. Discuss the impact of information technology in sales management.
11. Discuss the role of recognition as a sales force incentive.
12. Explain the various methods of appraisal of salesman's performance.

PART B — (4 × 10 = 40 marks)

Answer any FOUR questions.

All questions carry equal marks.

13. Explain the different methods of training salesman.
14. What are different selling and buying styles? What implications they have for sales persons?
15. Describe the characteristics of a sales organization and explain the factors that influence the design of sales organization.

16. Elaborate the special features of public distribution. Discuss its role and importance.
 17. Explain any two popular theories of selling.
 18. Explain the different methods of sales forecasting.
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