

MAY 2011

P/ID 77519/PMEC

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Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. What are the various types of field sales organization?
2. List out your valuable tips for successful salesmanship.
3. Write short note on sales performance standards.
4. Brief the objectives of training the sales man.
5. What are the functions of sales territories?
6. Explain the personal factors affecting consumer behaviour.
7. Write short note on “optimum mode of transport”.
8. Bring out the benefits of ideal location of a dealer.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

All questions carry equal marks.

9. Explain the relevant parameters incorporated in Sales Force Compensation.
10. Discuss the various challenges in the Dealer Network Management.
11. Write an essay on sales audit and analysis.
12. Bring out the various Theories of Selling.
13. What are the specialized qualities and roles of salesman? Discuss.
14. Discuss the various types of demand forecasting methods.
15. Enumerate the Role and functions of distribution management.
16. Explain the different types of sales quotas.

PART C — (1 × 20 = 20 marks)

(Compulsory)

Case Study or problem

17. "Sales men are the eyes and ears of the company"  
– Discuss.