

MAY 2016

**P/ID 77519/PMEC/
PMBM3/PMSM3/
MBNM3**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Explain the functions of field sales force.
2. Explain the operating environment of field sales force.
3. How will you develop sales performance standards?
4. Explain the need for sales budgeting.
5. How will you design sales territories for a pharma company?
6. List out different types of sales quotas.
7. Discuss the financial incentives given to sales force.
8. Explain procedure to terminate a dealer.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain the methods of field sales organisation. Discuss the reasons to consider field sales force as a career.
10. Explain in detail the tasks and responsibilities of field sales manager.
11. What kind of training program you would recommend for sales people in household durable industry?
12. How will you forecast sales for laptop, computer and Ayurvedic shampoo?
13. Draft a manpower requirement plan for a company selling water purifiers in the four southern states.
14. Design a compensation plan for sales force working in a pharma company.
15. What is economy of transportation? How will you determine optimum mode of transport?
16. Explain in detail the role of middlemen in marketing FMCG products.

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PART C — (1 × 20 = 20 marks)

(Compulsory)

17. Mr. Rajan has started a new mobile company in collaboration with a korean company. He wants to establish a strong distribution set-up supported by a strong field sales force. You are appointed as V.P (sales) and assigned the task of establishing a full fledged sales organisation in Tamilnadu.

Draw the organisation chart for sales force and mention their responsibilities.

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