

SEMESTER EXAMINATION-2021
CLASS – CERTIFICATE COURSE IN SALES MANAGEMENT SUBJECT SALES
MANAGEMENT

PAPER CODE STC - C 102: PAPER TITLE SALES MANAGEMENT

Time: 3 hour

Max. Marks: 70

Min. Pass: 40%

Note: Question Paper is divided into two sections: **A and B**. Attempt both the sections as per given instructions.

SECTION-A (SHORT ANSWER TYPE QUESTIONS)

Instructions: Answer any five questions in about 150 words each. (5 X 6 = 30
Each question carries six marks. Marks)

- Q1: What are some common Business Etiquette that must be possessed by a sales personnel.
- Q2: How meditation and yoga helps a sales personnel in his/her professional life.
- Q3: What do you understand by the concept of need gratification.
- Q4: Describe any two method of compensating the sales personnel.
- Q5: What is the critical role of marketing in a society.
- Q6: What is the importance of research for an effective marketing and sales management.
- Q7: What are some limitations of personal selling.
- Q8: Explain in brief the concept of vertical marketing systems.
- Q9: Write a short note on the following terms in reference to sales management:
- a. Ground level experience
 - b. Negotiation Skills
- Q10: Differentiate between Consumer Satisfaction and Consumer Delight.

SECTION-B (LONG ANSWER TYPE QUESTIONS)

Instructions: Answer any FOUR questions in detail. Each question (4 X 10 = 40
carries 10 marks. Marks)

- Q1. What do you understand by the term 'Sales Management'. Discuss the nature and importance of Sales Management.
- Q2. What role does training program plays in Sales Management. What are the procedures for evaluating sales training programmes.
- Q3. Discuss various Macro environmental factors to be considered while analyzing marketing environment.
- Q4. Discuss Maslow Hierarchy Theory in reference to the motivation of sales force.
- Q5. What are some important barriers in a communication process and what are the different ways to overcome those barriers.
- Q6. What are the different types of distribution channels. What factors should be taken into account while selecting a distribution channel.
- Q7. Explain how Sales Management becomes an integral part of Marketing Management and why it occupies an important role in success of an organization.
- Q8. How motivation, evaluation and compensation are related to each other? Briefly discuss the alternative models of sales force compensation

Paper Code: STC - C 102