DECEMBER 2023 **P/ID 77940/RMBM1**

Time : Three hours Maximum : 80 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions in 50 words each.

1. Define Field Sales Force.
2. What is meant by Sales-force Diversity?
3. Write short note on Sales Force Planning.
4. What is Sales Development Strategy?
5. Examine the need of Sales Budgeting.
6. What do you mean by Volume Quota?
7. Show the importance of Sales Territory Design.
8. Define Salesmanship.
9. What is meant by Sales Incentive?
10. Write a brief note on Reverse Logistics.
11. Define Channel Management.
12. How Manufacturers motivate Distributors?

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions in 250 words each.

13. Interpret the applications of Field Sales Management Software.

14. Examine the effect of Effects of Marketing Mix on Sales Performance.

15. Interpret the functions of Sales Management.

16. Summarize the different ways of Motivating the Sales Force.

17. How do modern organisations allocate Territories to the Sales force? Explain Sales Territory Optimisation.

18. Illustrate Product-Oriented Selling Theory.

19. Inspect the elements of Channel Information System.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

20. Critically analyse the relationship of Sales Manager with Salesmen and Top Management.

21. Explain the types of Sales Strategies and tactics to increase Sales.

22. How marketers can break in to a new Sales Territory? Elaborate the procedure for designing Sales Territories.

23. Evaluate the different Sales Compensation Plans and their applicability in various industries.

24. Elucidate the components of Logistics and Material Handling in Distribution Network.

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