DECEMBER 2024 **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 sales force automation.

2. What is meant by sales management

3. What is the role of a sales manager?

4. State the definition for marketing mix.

5. Enumerate the meaning of sales performance standards.

6. What is a sales development function?

7. Sales forecasting- give the definition for the term.

8. How are the sales territories designed?

9. Define a compensation plan.

10. What is the meaning of consumer behavior?

11. How is the optimum mode of transport designed?

12. Write two or three lines about strategic plan of network.

PART B — ($5 \times 6 = 30$ marks)

Answer any FIVE questions in 250 words each.

13. Determine the responsibilities of a sales manager.

14. State the purpose of developing sales performance standards.

15. Elucidate the benefits of sales force automation.

16. Describe the methods of measure the sales performance.

17. What are the benefits of sales forecasting?

18. Define a sales budget. Also, explain the elements of a sales budget.

19. Mention the functions of staffing.

PART C — ($3 \times 10 = 30$ marks)

Answer any THREE questions in 500 words each.

20. Write a detailed note on the three major staffing functions.

21. List down some best practices as well as challenges of sales forecasting.

22. Explain in detail the steps involved in creating a sales budget.

23. Discuss the role of middlemen in marketing.

24. Enumerate in detail the functions of dealers at the wholesale level.

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