MAY 2022 **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. What is operating environment for Sales Force?

2. Who is a Sales Executive?

3. Define Sales Force.

4. What do you understand by the term Performance standard in Sales Management?

5. What is mean by allocation of field sales resources?

6. Define Man power Planning.

7. What is Motivation?

8. Write a short note on Salesmanship.

9. What do you mean by Consumer behaviour?

10. Define Sales Analysis.

11. What is economics of transportation?

12. Define Termination of Dealers.

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions in 250 words each.

13. Bring out the responsibilities of a sales Manager.

14. What are the various software applications available for ensuring efficiency in sales management?

15. Explain the hierarchy of objectives in sales management.

16. Explain the procedural steps are available for Sales forecasting.

17. What are the tools available in staffing? Illustrate.

18. Explain the compensation procedures for sales Force.

19. List out the role of middleman in Marketing.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

20. Illustrate the emerging trends in sales management in India.

21. Elaborate the purposes of performance standards.

22. Explain how manpower planning is playing a vital role in ensuring efficiency of sales Force.

23. What is Financial Incentives? Bring out its purposes.

24. Narrate the role of Dealers in Marketing and Distribution.

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