MAY 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. What do you mean by Field Sales?

2. Define Sales Force Automation.

3. Examine the role of Sales Force in Relationship Marketing.

4. Discuss the need of Sales force Training.

5. Define Sales Forecasting.

6. State the Purpose of Sales Quota.

7. How Job Enrichment can enhance Sales Force Commitment?

8. Write a brief note on Sales Territory based on Purchase History.

9. What do you mean by Creative Salesman?

10. Define Sales Audit.

11. Who is middleman in the market?

12. What is Channel Information System?

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions in 250 words each.

13. Interpret the Qualities of a Sales Manager.

14. Outline the Emerging Trends in Sales Management.

15. Recall the Objectives of Sales Management.

16. Describe the Steps in Sales Training Process.

17. Mention the Sources of Sales Force Recruitment.

18. Classify the Financial Incentives provided towards Sales force.

19. Examine the role of Middlemen in Marketing.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

20. Examine the Nature of Field Sales Organisations and Illustrate the Classification of Sales Organisational Structure.

21. Categorize the Types of Sales Training Programs for Sales Team.

22. Evaluate the different Methods of Sales Forecasting.

23. Elaborate the Stimulus-Response Theory of Selling with neat Sketch.

24. How to Design an Optimal Distribution Network? Describe the Factors in Strategic Distribution Network Planning.