MAY 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. What is 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. 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. 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 effects of Marketing Mix on Field Sales Performance.

15. Outline the Scope 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. Illustrate Sales Force Automation and its Components.

21. Explain the Types of Sales Strategies and Tactics to increase Sales.

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.

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