STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2004-2005 & thereafter)

SUBJECT CODE : **CM/MO/SM54**

B.Com. DEGREE EXAMINATION NOVEMBER 2007
COMMERCE
FIFTH SEMESTER

COURSE	:	**MAJOR – OPTIONAL**	
PAPER	:	**SALES MANAGEMENT**	
TIME	:	**3 HOURS**	**MAX. MARKS : 100**

SECTION - A

ANSWER ALL QUESTIONS: (10 x 3 = 30)

1. Classification of goods helps the sales organization in deciding the sales efforts that would be required. Elucidate on the above statement with appropriate examples.

2. How do you think that a life insurance policy selling organization can make a suspect to spokes person?

3. Discuss the relevance of 'intermediary' markets in the Indian context citing appropriate example.

4. Distinguish between selling and marketing operations.

5. In today's scenario the 'buyer and seller' relationship is one of mutually complimentary in nature. Elucidate on the above with appropriate examples.

6. AIDAS and AIDA theories are both involved with respect of sales and marketing operations. Identify the one that is relevant to sales operations.

7. If you were to choose sales profession as your career, mention at least two points each of the contribution you will be making to the organization, customers and your self in that order.

8. There is hardly any decision making involved by the front line sales person. Would you support or negate the statement and why?

9. List at least six different techniques of sales forecasting and discuss one of them in detail with appropriate example.

10. The three lives associated with products help the selling organization on the extent of personalized selling effort required. Elucidate on the above with appropriate examples.

SECTION - B

ANSWER ANY FIVE QUESTIONS: (5 x 6 = 30)

11. a) List out the merits and demerits of internal recruitment process citing appropriate examples.
    b) Identify and discuss the method you would adopt to recruit abou t 200 sales personnel with hardly any experience, at the entry level with in the shortest possible time besides being cost effective.

12. a) If you were to forecast sales volume for selling TVs in a very competitive market with about 100,000 households in a city like Chennai, which forecasting technique you would follow and substantiate as to why you have chosen that tecunique.
    b) Using that method, forecast the sales volumes in that market for next three years with appropriate assumptions which are to be provided in a separate boxed paragraph immediately preceding your answer.

13. List and explain the functions of a sales manager.

14. Salesmen selling the laptop computers need to be motivated both monetarily, besides non monetary motivators as well. Discuss as to why both must be offered to them.

15. Selling of 'services' especially the exclusive service is very easy. Critically analyse the statement for its validity with appropriate examples.

16. Discuss the relevance of 'Sales forecast', besides listing at least six different forecasting techniques.

17. Do you think salesman of an organization should be viewed as customer represented with in that organization? Substantiate your view.

SECTION - C

ANSWER ANY TWO QUESTIONS: (2 x 20 = 40)

18. Discuss on 'Sales budget' of an organization selling 'Consumer durable' products such as TVs / Fridges.

19. Pharmaceutical products sales representatives too need to be trained. Discuss the relevance of training to sales profession.

20. List out and discuss the selling process in all its details with respect to 'pre contract' stage.

21. Salesmen are not liars but 'change agents. Elucidate on the above with approriate examples.

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