

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 2008
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. What is Sales Management?
2. What are the three broad sales management skills?
3. What is a sales budget?
4. What are sales quotas?
5. What is Job Description?
6. What is AIDAS?
7. What is persuasive communication?
8. What is relationship marketing?
9. What is product specialization?
10. What is salesmanship?

SECTION – B

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

11. Explain the five important functions of sales management.
12. Why should a sales organization organize its activities on the basis of a functional structure?
13. State the job specifications of successful sales people.
14. What are the basic needs of sales people?
15. What are the various recruiting sources for recruiting sales men.

16. Explain the various approaches to opening of a sales presentation.
17. How would you assess the training needs of your sales staff?

SECTION – C

ANSWER ANY TWO QUESTIONS:

(2 x 20 = 40)

18. Who should evaluate sales people? When should sales people be evaluated. What methods would you use to evaluate them.
19. Explain the various methods of training your sales staff. Assess their merits and demerits.
20. Explain any two motivational theories you would use to motivate your sales personnel.
21. Discuss the merits and demerits of the major methods of remunerating and compensating your salesmen.

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