

Sales Management-2012

Section-A (Objective Type Questions)

Note: Attempt any five questions. All questions carries equal marks.

1. Choose the correct answer:

(i) "A design program" is a part of:

(A) Sales training

(B) Sales Strategy

(C) Evaluation of sales

(D) Control of sales

(ii) A productive sales meeting is necessary for it:

(A) Share ideas and resources

(B) Selection of sales force

3. Discuss the main methods of budget allocation. Which one is the most appropriate? Explain.

4. How will you make sales plan for a FMCG company?

Section-C (Essay Type Questions)

Note: Attempt any three questions. All questions carries equal marks.

1. Sales Promotion is the only promotional tools then can make use of "Pull" and "Push" strategy simultaneously. Discuss with examples?

2. Assume that all known brands of Tate Sky are on promotion. Discuss the buying process a consumer is likely to pass through under such circumstances.

3. What are the pitfalls of using percentage of sales or competitive parity method of budgeting? Discuss.

4. To ensure prolonged use of family of a brand of snack food. Which type of sales promotion would you recommend and why? Give reasons also.

5. Discuss the two promotions for each of the following products that you would recommend. Give reasons also: (a) Refrigerator, (b) Beauty Parlour, (c) Coffee.