

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Com. DEGREE EXAMINATION – COMMERCE

SIXTH SEMESTER – APRIL 2016

CO 6613 – SALES MANAGEMENT

Date: 21-04-2016

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

PART – A

ANSWER ALL THE QUESTIONS:

(10 x 2 = 20 marks)

1. Define Sales.
2. What do you mean by Control?
3. What is personal selling?
4. What is pricing?
5. Write a short note on 'sales budget'.
6. Give a brief about Tele calling.
7. Who is a sales manager?
8. Mention any two important features of salesmanship.
9. Why is sales training important?
10. Define Motivation.

PART – B

ANSWER ANY FOUR QUESTIONS:

(4 x 10 = 40 marks)

11. Bring out the objectives of Sales Management.
12. Write a note on the Distribution policies of sales management.
13. Explain the personality requirements of a sales person.
14. Bring out the major requirements of planning for a sales meeting.
15. Explain the psychology of customers in detail.
16. How is the performance of sales personnel, evaluated?
17. Explain the requisites of a good sales compensation plan.

PART – C

ANSWER ANY TWO QUESTIONS:

(2 x 20 = 40 marks)

18. Describe the different types of Sales Organisation.
19. Analyse the various essential elements of Product Policies in Sales Management.
20. Explain in detail the different types of sales channels using examples.
21. Describe an effective selection process for sales personnel.

\$\$\$\$\$\$