



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**B.Com. DEGREE EXAMINATION – COMMERCE**

**SIXTH SEMESTER – NOVEMBER 2016**

**CO 6613 - SALES MANAGEMENT**

Date: 15-11-2016  
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

**SECTION – A 10X2=20**  
**ANSWER ALL QUESTIONS:**

1. “Sales management is a part of the marketing function”. Explain this statement.
2. What is sales control?
3. What is a short term forecast?
4. Mention any two successful product design policy in your view? Explain.
5. What is ‘sales territory’?
6. What do you mean by the selling process?
7. Define ‘prospecting’.
8. List the sources of acquiring product knowledge.
9. What is pre interview screening?
10. What is induction?

**SECTION –B 4X10=40**  
**ANSWER ANY FOUR QUESTIONS:**

11. Explain the functions of sales management.
12. Being a sales executive, how will you execute sales related marketing policies and strategies? Explain.
13. “A good sales man is born and not made” explain this statement, giving in brief the essential qualities of a successful salesman.
14. Explain the problems of sales quota settings.
15. “Less motivated people can nullify Reputations of the organizations”. Comment.
16. Discuss the steps involved in prospecting customers.
17. Discuss the characteristics or principles of good training programme.

**SECTION – C 2x20=40**  
**Answer any two questions:**

18. Discuss the sales related pricing policies.
19. Analyse in detail various methods of studying consumer psychology.
20. Explain the basic features of good compensation plan for sales personnel and the factors affecting on it.
21. Describe the steps in setting up sales organization.

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