

**Jagan Institute of Management Studies**  
**End-Term Examination, December, 2016 – January, 2017**  
**Trimester II – PGDM (RM) 2016-18**

***Sales Management & Retail Selling Skills***  
***ET\_RM\_SMRSS\_2912***

Time: 3 Hrs.

M. Marks: 70

**INSTRUCTIONS: Attempt any FIVE questions including Q1 & Q7 which are compulsory.**

- Q 1** a) Distinguish between:  
i) Sales potential and sales forecast  
ii) Market potential and Market forecast  
b) What are steps to be followed while fixing an appointment for sales over telephone? **15**
- Q 2** a) Elaborate the emerging trends in sales management.  
b) Write the full forms of F.A.B; C.V.S; A.I.D.A.S; C.H.A.I.N and ACMEE. **13**
- Q 3** a) What is personal selling and what are its various approaches.  
b) Design the sales process flow chart. **13**
- Q 4** a) What are various methods of evaluation of sales training program?  
b) What are various approaches of sales forecasting? **13**
- Q 5** What do you mean by leading the sales force and explain the modern views of sales leadership? **13**
- Q 6** What is communication? Explain types of communication? **13**
- Q 7** Sir, I think, we need to have an incentive scheme for our field sales people, so as to motivate them to put more than normal effort. This will help us to increase our market share and also make it possible for us to become number one player from number three position that we are currently at. We have declared in our last annual marketing conference that we would become the leader in the precision steel tube industry in these years. I believe we have to start working on that goal immediately. Do you agree, Sir? Asked Krishna Kumar.  
I agree to the extent that we have to work on our long term goal. That does not mean that we have to work without considering the long term

impact on the company's profitability. So if we need to think of incentives for sales then other lines like production, purchase, and operations they will feel de motivated. So, now I have to go for meeting. So you review the same and in the mean while think it over again.

- a) Do you think this company needs an incentive scheme for motivating sales people?
- b) Suggest a suitable compensation plan for the sales people. Make assumptions, if needed.

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