

- b) Allocate resources and set targets
- c) Track customer complaints
- d) Conduct market research

Section B: Short Answer Questions (2 marks each)

5. **Define the term 'sales funnel' and explain its significance in sales management.**
6. **Briefly describe three different types of sales strategies.**
7. **How can technology, such as Customer Relationship Management (CRM) systems, contribute to effective sales management?**
8. **Explain the concept of 'territory management' in sales.**

Section C: Essay Questions (10 marks each)

9. **Discuss the role of motivation in sales management. Provide examples of motivational strategies that can enhance the performance of sales teams.**
10. **Examine the impact of globalization on sales management. How can sales managers adapt their strategies to operate in an international business environment?**

Answers

Section A: Multiple Choice Questions

Section B

Question 4: Discuss the importance of sales forecasting.

Answer: Sales forecasting is the process of predicting future sales. It is an important tool for sales managers because it helps them to:

- Set realistic sales goals for their team.
- Allocate resources effectively.
- Develop sales strategies and programs.
- Track progress and make necessary adjustments.

Question 5: What are the different methods of sales forecasting?

Answer: There are many different methods of sales forecasting. Some of the most common methods include:

- Historical data: This method involves using past sales data to predict future sales.
- Expert opinion: This method involves using the judgment of sales experts to predict future sales.
- Market research: This method involves conducting market research to gather data on customer demand and other factors that may affect future sales.
- Statistical methods: This method involves using statistical models to predict future sales.

Question 6: What are the different types of sales compensation plans?

Answer: There are many different types of sales compensation plans. Some of the most common types include:

- Straight salary: This type of plan pays salespeople a fixed salary each month.
- Commission: This type of plan pays salespeople a percentage of the sales they generate.
- Bonus: This type of plan pays salespeople a bonus based on their performance, such as meeting or exceeding sales goals.
- Combination plan: This type of plan combines two or more of the above types.

Section C

15. Write a case study on a sales management challenge that you have faced and how you overcame it.

Answers:

Section A

1. D
2. B
3. D
4. A
5. D

Section B

6. Sales forecasting is the process of estimating future sales, while sales planning is the process of developing a strategy to achieve those sales goals.

7. The different types of sales compensation plans are:

- Straight salary
- Commission
- Salary plus commission
- Bonus

8. The steps involved in the sales recruitment process are:

- Identify the job requirements
- Advertise the job vacancy
- Screen resumes and cover letters
- Conduct interviews
- Make a job offer

9. The different methods of sales training are:

- On-the-job training
- Classroom training
- Online training

PAPER # 5

Section A

Answer any five questions out of six.

1. Define sales management and explain its importance in a business organization.
2. Discuss the various functions of sales management.
3. Explain the different types of sales forecasting methods.
4. What are the different types of sales territories? Discuss the factors to consider when designing sales territories.
5. Explain the different stages of the personal selling process.
6. What are the different types of sales compensation plans? Discuss the advantages and disadvantages of each type of plan.

Section B

Case Study

Read the following case study and answer the questions that follow.

Case Study:

ABC Company is a leading manufacturer of consumer durables in India. The company has a wide range of products, including refrigerators, washing machines, air conditioners, and microwave ovens. ABC Company sells its products through a network of over 1000 dealers across the country.

In recent years, ABC Company has faced increasing competition from both domestic and international players. As a result, the company's sales have stagnated. The company's management is now looking to revamp its sales strategy in order to boost sales and profitability.

Questions:

1. What are the key challenges faced by ABC Company in the sales market?
2. What are some of the strategies that ABC Company can adopt to improve its sales performance?
3. What role can sales management play in helping ABC Company achieve its sales goals?