



QP CODE: 26801876



26801876

Reg No : .....

Name : .....

**MBA DEGREE SPECIAL REAPPEARANCE EXAMINATION APRIL 2026**

**Third Semester**

MASTER OF BUSINESS ADMINISTRATION

**ELECTIVE - 24MB03FE11 - SALES MANAGEMENT**

2024 ADMISSION ONLY

0C82FE8A

Time: 3 Hours

Maximum Marks: 60

**Part A**

*Answer any **five** questions. Each question carries **2** marks.*

1. In the context of personal selling who are order creators?
2. What is the role of Sales Management in organisations?
3. Explain how the buying formula theory works.
4. State two rational objections prospects may raise in the course of a sale.
5. Give two examples of negative gestures.
6. List the procedure followed in quota setting for a B2B salesman.
7. Define the term convenience Goods.

(5×2 = 10 Marks)

**Part B**

*Answer any **five** questions. Each question carries **6** marks.*

8. Discuss the objectives and importance of personal selling.
9. Evaluate the importance of the Follow Up After Sales stage in achieving the overall course objective of appreciating the sales process.
10. Explain the importance of communication skills in sales.
11. Distinguish between rupee sales target vs volume sales quota. State contexts where these quotas are used.
12. How is routing different from scheduling? Give an example for each, conveying the significance of each.
13. What is the nature of selling of services in IT Sector? Explain it with the help of suitable examples.





14. Where do personal selling effort fall in the case of high involvement and low involvement products? Assuming the context of selling a high involvement product and low involvement product, elucidate your answer.

(5×6 = 30 Marks)

**Part C**

*Answer any **two** questions. Each question carries **10** marks.*

*Question number 17 is compulsory .*

15. Which category of selling do employees in counters of fast-food chains perform? Analyse as to how their job differ from order getters?
16. Explain the concept of referrals in personal selling. Discuss the importance and methods of generating referrals in the insurance industry, and describe how referrals help insurance agents in expanding their customer base and improving sales performance.

**Compulsory Question**

17. A company is planning to set up Pan-India sales network for its soon to be launched cement division. How would you design sales territories and allocate sales efforts to sales territories?

(2×10 = 20 Marks)

