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14MBAMM407

**Fourth Semester MBA Degree Examination, June/July 2016**  
**Sales Management**

Time: 3 hrs.

Max. Marks: 100

**SECTION - A**

*Note : Answer any FOUR questions from Q.No.1 to Q.No.7.*

- 1 Write a note on selling and business style. (03 Marks)
- 2 Define sales management. (03 Marks)
- 3 Mention the factors that influence the size of a sales territory. (03 Marks)
- 4 Describe the importance of sales motivation. (03 Marks)
- 5 What are driving forces of international marketing? (03 Marks)
- 6 Mention the market selection process. (03 Marks)
- 7 What is online trading? Give examples. (03 Marks)

**SECTION - B**

*Note : Answer any FOUR questions from Q.No.1 to Q.No.7.*

- 1 What is personal selling? Explain the types of personal selling. (07 Marks)
- 2 Explain the methods in setting sales quota and if you are a sales manager of a FMCG, which type of sales quota will you refer for your organisation? (07 Marks)
- 3 Elucidate the qualities and responsibilities of sales manager. (07 Marks)
- 4 Explain the methods used in training programs. (07 Marks)
- 5 Brief about the role of sales manager in the international market. (07 Marks)
- 6 Explain the challenges in International sales management. (07 Marks)
- 7 What are the ways to make internet selling safe? (07 Marks)

**SECTION - C**

*Note : Answer any FOUR questions from Q.No.1 to Q.No.7.*

- 1 Elaborate the trends in sales management. (10 Marks)
- 2 Explain the types of sales organization in detail. (10 Marks)
- 3 Explain the concept of sales presentation and describe the methods of handling customer objections. (10 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.  
 2. Any revealing of identification, appeal to evaluator and/or equations written eg. Q-1 = 30, will be treated as malpractice.

# Sales Management N6 June Question Paper 2014

**Tobias Bleicker**



**Sales Management N6 June Question Paper 2014:**

## **Sales Management N6 June Question Paper 2014** Book Review: Unveiling the Power of Words

In a global driven by information and connectivity, the power of words has are more evident than ever. They have the capability to inspire, provoke, and ignite change. Such is the essence of the book **Sales Management N6 June Question Paper 2014**, a literary masterpiece that delves deep to the significance of words and their impact on our lives. Written by a renowned author, this captivating work takes readers on a transformative journey, unraveling the secrets and potential behind every word. In this review, we will explore the book is key themes, examine its writing style, and analyze its overall affect readers.

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### **Table of Contents Sales Management N6 June Question Paper 2014**

1. Understanding the eBook Sales Management N6 June Question Paper 2014
  - The Rise of Digital Reading Sales Management N6 June Question Paper 2014
  - Advantages of eBooks Over Traditional Books
2. Identifying Sales Management N6 June Question Paper 2014
  - Exploring Different Genres
  - Considering Fiction vs. Non-Fiction
  - Determining Your Reading Goals
3. Choosing the Right eBook Platform
  - Popular eBook Platforms
  - Features to Look for in an Sales Management N6 June Question Paper 2014
  - User-Friendly Interface
4. Exploring eBook Recommendations from Sales Management N6 June Question Paper 2014
  - Personalized Recommendations
  - Sales Management N6 June Question Paper 2014 User Reviews and Ratings

- Sales Management N6 June Question Paper 2014 and Bestseller Lists
- 5. Accessing Sales Management N6 June Question Paper 2014 Free and Paid eBooks
  - Sales Management N6 June Question Paper 2014 Public Domain eBooks
  - Sales Management N6 June Question Paper 2014 eBook Subscription Services
  - Sales Management N6 June Question Paper 2014 Budget-Friendly Options
- 6. Navigating Sales Management N6 June Question Paper 2014 eBook Formats
  - ePub, PDF, MOBI, and More
  - Sales Management N6 June Question Paper 2014 Compatibility with Devices
  - Sales Management N6 June Question Paper 2014 Enhanced eBook Features
- 7. Enhancing Your Reading Experience
  - Adjustable Fonts and Text Sizes of Sales Management N6 June Question Paper 2014
  - Highlighting and Note-Taking Sales Management N6 June Question Paper 2014
  - Interactive Elements Sales Management N6 June Question Paper 2014
- 8. Staying Engaged with Sales Management N6 June Question Paper 2014
  - Joining Online Reading Communities
  - Participating in Virtual Book Clubs
  - Following Authors and Publishers Sales Management N6 June Question Paper 2014
- 9. Balancing eBooks and Physical Books Sales Management N6 June Question Paper 2014
  - Benefits of a Digital Library
  - Creating a Diverse Reading Collection Sales Management N6 June Question Paper 2014
- 10. Overcoming Reading Challenges
  - Dealing with Digital Eye Strain
  - Minimizing Distractions
  - Managing Screen Time
- 11. Cultivating a Reading Routine Sales Management N6 June Question Paper 2014
  - Setting Reading Goals Sales Management N6 June Question Paper 2014
  - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Sales Management N6 June Question Paper 2014
  - Fact-Checking eBook Content of Sales Management N6 June Question Paper 2014
  - Distinguishing Credible Sources

13. Promoting Lifelong Learning
  - Utilizing eBooks for Skill Development
  - Exploring Educational eBooks
14. Embracing eBook Trends
  - Integration of Multimedia Elements
  - Interactive and Gamified eBooks

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