

## **Minor Examination- I** **Sales Management (SML 865)**

**Maximum Marks: 15**

**Time : 1 hour**

Q.1 How does the role of a salesperson working for an organization employing 'direct selling' differ from one working for an organization employing 'indirect selling' approach? **(4 marks)**

Q.2 What are the key attributes of an effective salesperson? **(3 marks)**

Q.3 How would the sales job differ in the following situations and what would constitute the important sales activities in each case:

(i) Pharmaceuticals salesperson calling on doctors

(ii) Nike salesperson selling shoes at the company's retail store **(4 marks)**

Q.4 You are the sales manager for a computer hardware firm and your key accounts are educational institutions in North India. How would you set the 'call objectives' for your sales team? Explain with the help of the stages in the sales process. **(4 marks)**