

24U392

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Name :

Reg. No :

THIRD SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2025

(FYUGP)

CC24UCOM3MN207 - SALES MANAGEMENT

(B.Com. - Minor Course)

(2024 Admission - Regular)

Time: 2.0 Hours

Maximum: 70 Marks

Credit: 4

Part A (Short answer questions)

Answer *all* questions. Each question carries 3 marks.

1. Why is patience considered a valuable trait in sales? [Level:2] [CO1]
2. How does personal selling differ from telemarketing? [Level:2] [CO1]
3. What is salesmanship and how is it related to personal selling? [Level:2] [CO1]
4. State the equation of Behavioural Equation Theory. [Level:1] [CO2]
5. Explain Prospecting Process. [Level:2] [CO2]
6. Explain the 3F's for handling objections. [Level:2] [CO2]
7. Define Follow up calls. [Level:2] [CO3]
8. Define Body Language. [Level:2] [CO3]
9. Describe Profit Quota. [Level:2] [CO4]
10. Explain the meaning of allocating sales efforts to sales territory. [Level:2] [CO4]

(Ceiling: 24 Marks)

Part B (Paragraph questions/Problem)

Answer *all* questions. Each question carries 6 marks.

11. Why sales management is important in organisation? [Level:2] [CO1]
12. Explain the objectives of Customer Need Discovery. [Level:2] [CO2]
13. Explain how to create follow up strategies in an effective way? [Level:2] [CO2]
14. Describe the functions of sales letter. [Level:2] [CO3]
15. Discuss the importance of Listening. [Level:2] [CO3]

16. Explain the key elements of sales team formation. [Level:2] [CO4]
17. Explain a) geographical territory b) Industry based territory c) Named accounts territory. [Level:2] [CO4]
18. Discuss the process for setting sales quota. [Level:2] [CO4]

(Ceiling: 36 Marks)

Part C (Essay questions)

Answer any *one* question. The question carries 10 marks.

19. Explain the relationship between Marketing strategy Development and Sales Management. [Level:2] [CO1]
20. Provide the characteristics of communication. [Level:3] [CO3]

(1 × 10 = 10 Marks)
