

**Scheme Of Evaluation  
Internal Assessment Test 1 – MARCH.2018**

**Sub:** Sales Management  
 Date: 18-03-2019 Duration: 90 mins Max Marks: 40 **Sem:** IV

**Code:** 17MBAMM401  
**Branch:** MBA

**Note:** Part A - Answer Any Two Full Questions (16\*02=32 Marks)  
 Part B - Compulsory (01\*08=08 marks)

Part	Question #	Description	Marks Distribution		Max Marks
<b>A</b>	1	a) a. Definition of SM	2 M	02 M	16 M
		b) Explain 6 trends, each in 2 lines	1 M * 6	06 M	
		c) c1. Meaning of sales organization (SO) c2. Write about any 2 types of SO	2 M 3 M * 2	08 M	
	2	a) Prospecting includes lead generation, qualifying	2 M	02 M	16 M
		b) Any 6 distinguishing points	6 M	06 M	
		c) c1. Meaning of customer objection handling (COH) c2. Any 6 (COH)	2 M 6 M	08 M	
	3	a) Give the meaning for customer-centric skills	2 M	02 M	16 M
		b) Any 6 roles/responsibilities of a sales manager	6 M	06 M	
		c) c1. Importance of selling styles c2. 5 selling styles	3 M 5 M	08 M	
<b>B</b>	4	Application of personal selling steps to the given case		08 M	08 M