

<b>QP Code: D133932</b>		<b>Total Pages: 1</b>	<b>Name:</b>
			<b>Register No.</b>
<b>THIRD SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2025</b>			
<b>(CUFYUGP)</b>			
<b>COM3MN207 Sales Management</b>			
<b>2024 Admission onwards</b>			
<b>Maximum Time :2 Hours</b>		<b>Maximum Marks :70</b>	
<b>Section A</b>			
<b>All Questions can be answered. Each Question carries 3 marks (Ceiling: 24 Marks)</b>			
1	Outline two key objectives of Personal Selling.		
2	Describe how Sales Management contributes to customer satisfaction.		
3	Define Sales Presentation and its purpose.		
4	What is the meaning of "Handling Objections"?		
5	Mention the importance of Follow-up in the sales process.		
6	Explain briefly the concept of "Lead Generation".		
7	Mention two aspects of Eye Contact in effective selling.		
8	Define Follow-up Calls and their purpose.		
9	Define Sales Territory.		
10	What is the purpose of Designing Sales Territories?		
<b>Section B</b>			
<b>All Questions can be answered. Each Question carries 6 marks (Ceiling: 36 Marks)</b>			
11	Evaluate the impact of Salesmanship on brand loyalty and customer retention.		
12	Compare Personal Selling and Advertising as promotional tools.		
13	Analyze techniques for effective Sales Presentation and Demonstration.		
14	Discuss strategies for Handling Objections during personal selling.		
15	Explain the role of Follow-up and Customer Relationship Management in sales success.		
16	Distinguish between AIDA Theory and Behavioural Equation Theory.		
17	Evaluate the role of Writing Skills in sales correspondence (letters, emails, SMS).		
18	Explain how Follow-up Calls help in retaining customers.		
<b>Section C</b>			
<b>Answer any ONE. Each Question carries 10 marks (1x10=10 Marks)</b>			
19	Examine the challenges faced by salespeople in handling objections and closing sales.		
20	Assess how Sales Quota Systems and Sales Territories enhance productivity and accountability in organizations.		