QP Code: U25C026

Reg. No : .....
Name : .....

ST MARY'S COLLEGE (AUTONOMOUS), THRISSUR-20

III SEMESTER (FYUGP) DEGREE EXAMINATIONS, OCTOBER 2025
COM3MN207 : SALES MANAGEMENT
2024 Admission Onwards
(Credits: 4)

Time: 2 Hours **Maximum Marks: 70**

Section A

*Answer **all**. Each question carries **3** Marks* ***(Ceiling: 24 Marks)***

1. Explain any three objectives of sales management.
2. Compare Social Selling and Challenger Selling. How do they differ in connecting with customers and closing sales?
3. What do you mean by prospecting and qualifying?
4. Examine how customer retention impacts SaaS sales performance.
5. Explain the meaning of follow-up after sales with an example.
6. What is demonstration?
7. Analyse the functions of sales letters in business communication.
8. What is the meaning of sales territories?
9. Examine the role of technical proficiency in enhancing customer trust and justify its importance relative to product knowledge.
10. What is a sales quota?

Section B

*Answer **all**. Each question carries **6** Marks* ***(Ceiling: 36 Marks)***

11. Analyse the qualities of a good salesman.
12. Explain the steps involved in after-sale service.
13. Briefly explain the significance of personal selling.
14. Explain the different types of sales planning and their purposes.
15. Apply strategies for effective listening.
16. Explain the importance of eye contact in communication.
17. Analyse the steps involved in administering a quota system.

Turn Over

18. Explain the benefits of sales territories.

Section C

*Answer **any one**. Each question carries **10** Marks* ***(1x10=10marks)***

19. Analyse the qualities of winning sales professionals.

20. Explain the importance of sales territory management and the factors to be considered while allocating sales territories.

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