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THE OPEN UNIVERSITY OF SRI LANKA  
FACULTY OF MANAGEMENT STUDIES  
BMSHONS IN MARKETING MANAGEMENT  
MMU5407-SALES MANAGEMENT  
CONTINUOUS ASSESSMENT TEST - 2024/2025  
DURATION - TWO (02) HOURS

*K. Rajan*



DATE: 28<sup>th</sup> August 2025

Total Marks: 100

TIME: 1.30 P.M. - 3.30 P.M

- Answer any four (4) questions.
- All questions carry equal marks.
- Start each answer on a new page.

01: Distinguish between marketing and sales, providing suitable examples, highlighting how both functions complement each other in achieving organizational objectives. (25 Marks)

02: Explain how a salesperson drives success in personal selling within the insurance industry, highlighting their strategies, customer interactions, and real-life examples of building trust and closing deals. (25 Marks)

03: Discuss the essential skills that contribute to the success of professional salespeople, using relevant examples to support your answer. (25 Marks)

04: Explain how the marketing strategies can be used to effectively boost sales, using appropriate examples. (25 Marks)

05: Discuss the importance of effective complaint handling in sales management, providing examples to illustrate how it can enhance customer satisfaction and loyalty. (25 Marks)

(Total 100 Marks)

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