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14MBAMM407

**Fourth Semester MBA Degree Examination, Dec.2017/Jan.2018**  
**Sales Management**

Time: 3 hrs.

Max. Marks:100

**SECTION - A**

*Note : Answer any FOUR questions from Q.No.1 to Q.No.7.*

- 1 What is sales management? (03 Marks)
- 2 What is budget bogey? (03 Marks)
- 3 What is expense quota? (03 Marks)
- 4 What are perks? (03 Marks)
- 5 What is Sales Management in International Scenario? (03 Marks)
- 6 State the Roles of Sales Manager. (03 Marks)
- 7 What is digital signature? (03 Marks)

**SECTION - B**

*Note : Answer any FOUR questions from Q.No.1 to Q.No.7.*

- 1 Explain the qualities and responsibilities of sales manager. (07 Marks)
- 2 What are the different selling and buying styles? What implications do they have for a Sales Person? (07 Marks)
- 3 What are the various methods of fixing sales quota? Why do quotas based on the judgment of the sales force need moderation? (07 Marks)
- 4 Explain the need hierarchy theory of Abraham Maslow. How does the mechanism of hierarchy work on individuals? (07 Marks)
- 5 Explain the sales management process in detail. (07 Marks)
- 6 Illustrate the functions of a sales manager. (07 Marks)
- 7 Analyze the advantages and disadvantages of payment by card. (07 Marks)

**SECTION - C**

*Note : Answer any FOUR questions from Q.No.1 to Q.No.7.*

- 1 What are the emerging sales management trends? How are they affecting the role and functions of a sales manager? (10 Marks)
- 2 Describe the methods of handling customer objections. (10 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.  
2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.

- 3 Examine the various factors that a sales manager should take into account before deciding on a sales territory. (10 Marks)
- 4 Discuss the various methods of non-financial compensation plan. (10 Marks)
- 5 What are the kinds of organizations for which a geographical sales organizational design is suitable and what benefit does one get by such a design? (10 Marks)
- 6 Explain the types and characteristics of sales manager. (10 Marks)
- 7 Explain the growth of internet in India. (10 Marks)

**SECTION - D**  
**CASE STUDY – [ Compulsory ]**

Andre, one of the district sales manager at Delaware Firearms, was recently promoted from the field because he was so terrific with customers. Now he seems to have run into – or caused – quite a bit of trouble. Orders have fallen enough to make your own supervisors raise their eyebrows and wonder what's happening. They are asking questions you can't answer – not yet. But you know you had better develop an action plan. Of course, you have to define the problem before you can find a solution. So you tell the new manager you are paying him a district office visit to review the sales plan and quota while talking with the sales group during your visit, you soon discover that few of the district's salespeople really understand the sales plan, their individual quotas, the directions they should move in or on which accounts they should concentrate. You review the district manager's file of memos and internal correspondence for the past quarter. Sure enough, there it is! Every single memo is filled with ambiguities, contradictions, and confused phraseology.

You hold a candid discussion with Andre. He admits concern about the way things are going, knows he needs help, and respects your managerial skills. He has sensed that the sales force does not always follow his instructions. The files you have read show how hard he has tried to communicate. Unhappily, his attempts have failed. Andre is being honest with you. He really does not understand the reason for the problem.

**Questions:**

- a. Have you selected the right person for the job? (10 Marks)
- b. What are you going to do now? (10 Marks)

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