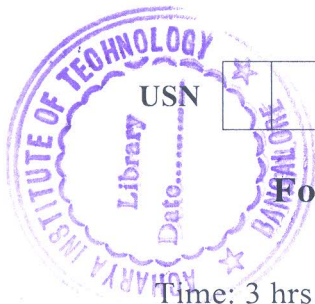


CBCS SCHEME



USN

--	--	--	--	--	--	--	--	--	--

16/17MBAMM401

Fourth Semester MBA Degree Examination, Aug./Sept. 2020 Sales Management

Time: 3 hrs.

Max. Marks:80

**Note: 1. Answer any FOUR full questions from Q.No.1 to Q.No.7.
2. Question No. 8 is compulsory.**

- 1 a. Define sales management. (02 Marks)
b. Explain the qualities and responsibilities of sales managers. (06 Marks)
c. Explain the type of sales organization in detail. (08 Marks)
- 2 a. What is online trading? Give example. (02 Marks)
b. Explain the methods used in sales training programs. (06 Marks)
c. Write a brief note on selling skills. (08 Marks)
- 3 a. Define selling agent. (02 Marks)
b. Explain sales process. (06 Marks)
c. Explain the challenges in international sales management. (08 Marks)
- 4 a. What is Follow up Action? (02 Marks)
b. Describe the advantages and disadvantages of credit card. (06 Marks)
c. Explain the growth of online trading in India. (08 Marks)
- 5 a. What is digital signature? (02 Marks)
b. Explain different types of selling and buying styles. (06 Marks)
c. Explain the importance of motivation with its process. (08 Marks)
- 6 a. Define pre-approach process. (02 Marks)
b. What are the ways to make internet selling safe? (06 Marks)
c. Explain Maslow's hierarchy theory with example. (08 Marks)
- 7 a. What are the driving forces of international marketing? (02 Marks)
b. What is personal selling? Explain the types of personal selling. (06 Marks)
c. Elaborate the trends in sales management. (08 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.

8 Case Study :

The sales force of a multi-billion dollar global company was experiencing bloated sales pipelines, in accurate forecasting, and declining win rates. Rather than continue to train its front line sellers, the learning and development team turned its attention to the role of the sales manager. The sales management team had received lots of training on how to coach their reps, but the coaching had failed to improve sales performance.

In fact, a survey of the salespeople revealed that their manager's coaching effort was minimal and low-impact. Senior sales leadership asked the L and D team to bring them something new. Something innovative that would increase the impact of their sales manager and provide a sustainable frame work for ongoing sales improvement.

Questions:

- a. Explain the reasons for low impact of training programs on employees. (05 Marks)
- b. Can you suggest few innovative training methods used for heterogeneous sales force? (05 Marks)
- c. How do you implement formal management process to avoid reactive management activities? (06 Marks)

* * * * *