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18MBAMM401

## Fourth Semester MBA Degree Examination, July/August 2022 Sales Management

Time: 3 hrs.

Max. Marks:100

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

- 1 a. What is Sales on Internet / E . Commerce? (03 Marks)  
b. Elucidate the skills of Sales Manager. (07 Marks)  
c. What is Personal Selling? Explain the Personal Selling Process in detail. (10 Marks)
- 2 a. What is Prospecting in Personal Selling Process? (03 Marks)  
b. After 'Liberalisation , Privatisation and Globalisation' (LPG) Indian markets has become a hub for MNC's. Justify the statements. (07 Marks)  
c. Define BATNA. Discuss various Negotiating Tactics and Strategies. (10 Marks)
- 3 a. What is International Sales Management? (03 Marks)  
b. Discuss the Roles and Skills of Modern Sales Manager. (07 Marks)  
c. What is Sales Territories? Explain the different types of Sales Territories. (10 Marks)
- 4 a. Give the meaning of Relationship Selling. (03 Marks)  
b. Define Sales Management and list out its objectives. (07 Marks)  
c. Define Sales Quota and explain its importance of Sales Quota. (10 Marks)
- 5 a. Define Sales Organisation. (03 Marks)  
b. Write a note on Forms of Personal selling. (07 Marks)  
c. Comment on Sales force compensation and its objective and components of Financial Compensation methods. (10 Marks)
- 6 a. Write a meaning of Digital Payments. (03 Marks)  
b. Write a note on Factors guiding in designing of Sales Territory. (07 Marks)  
c. Discuss on different types of Sales Quota. (10 Marks)
- 7 a. What do you mean by Internal Trading? (03 Marks)  
b. Explain the components of Internal Advertising. (07 Marks)  
c. Which are the components of Electronic Payment System? (10 Marks)
- 8 **CASE STUDY : (Compulsory)**

### Prathamesh Steel (Pvt.) Ltd.,

Prathamesh Steel (Pvt.) Ltd., founded 15 years before by Mr. A. M Bapat was having booming time. At that time, Mr. Bapat, worked both in the office and in the Factory and knew his men and they knew him. Production standard were always maintained and labour turnover was practically non – existing. As the business mushroomed , the number of Employees has progressively increased. Thus Mr. Bapat's greetings and conversation with his workers became less frequent. Infact, he had so many things to do, that he could no longer supervisor.

As this time though the number of workers increased to about 500, labour turnover and absenteeism increased along with labour cases. The only thing that decreased was productivity. In order to meet the situations, Mr. Bapat granted substantial increase in wages which were already high and made some arrangements for Increment. Earnings based on merit rating on seniority. Yet labour turnover and absenteeism continue at a high rate. On investigation , it was found that the new plant Supervisor lacked the patience and understanding which is necessary for dealing with the Employees. When something was found wrong he was scolding the Employees but no attempt was made to find the case of faulty work. Mean while, labour unrest developed. The Worker began to complain about working on Saturday's and not having either time or facilities etc. Some of the claims were not found sufficiently justified or easy to meet. Mr. Bapat offered to Workers as compensation, a new rise in wages with more liberty in allowing vacation time all of which the Company could well afford.

**Questions :**

- a. Were the steps taken by Mr. Bapat right? (10 Marks)
- b. What do you think he should have done in order to improve the situation? (10 Marks)

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