

USN

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

16/17MBAMM401

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

Time: 3 hrs.

Max. Marks:80

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

- 1 a. Define Sales Management. (02 Marks)
b. What is Personal Selling? Explain the types of Personal Selling. (06 Marks)
c. Discuss the factors affecting Sales Force Motivation. (08 Marks)
- 2 a. What are the objectives of Sales Management? (02 Marks)
b. Discuss the role of Sales Manager. (06 Marks)
c. Explain the selling skill used by Sales Personnels for Successful Selling. (08 Marks)
- 3 a. Define Selling Situation. (02 Marks)
b. Explain the role of Communication Skill in selling process? Highlight the tips of communication skill in Sales Management. (06 Marks)
c. Define BATNA. Explain the various Negotiation Tactics. (08 Marks)
- 4 a. Mention the advantages of setting Sales territory. (02 Marks)
b. What are the various types of Sales force? (06 Marks)
c. Explain the method in setting sales quota and if you are a Sales Manager of a car. Which type of sales quota will you refer for your organization? (08 Marks)
- 5 a. What are the types of Sales Managers? (02 Marks)
b. Discuss the different types of compensation plan adopted in Sales organization. (06 Marks)
c. Explain the ways to make internet selling safe. (08 Marks)
- 6 a. What is digital signature? (02 Marks)
b. Explain the advantages and disadvantages of Credit Card. (06 Marks)
c. Discuss the different types of electronic payment system? Explain with relevant example. (08 Marks)
- 7 a. What are the sales presentation methods? (02 Marks)
b. Explain in detail the trial close in sales process. (06 Marks)
c. Explain an account of International Sales Management. (08 Marks)

8 Case Study (Compulsory) :

Started in 1965, Chemco is a leading manufacturer of car batteries in the U.K. market. Since then, it has been under the charge of Mr. Jones, the founder-owner of the firm. In 1999, the company decided to go for a diversification by expanding the product line. The new product was batteries for fork lift trucks. At the same time, Mr. Marek was appointed as Senior Vice President of marketing in the company. However, soon after its successful diversification into fork lift batteries, the sales in this segment began dropping steadily.

Mr. Marek wanted to introduce some radical changes in the advertising and branding of the new business but the proposal was turned down by the old-fashioned Mr. Jones. At this juncture in recent years, the firm is losing heavily in the fork lift batteries business and its market share in car batteries is also decline. Mr. Jones has asked Mr. Marek to show a turn around in the company within a year.

Questions:

- a. Comment on the sales situation of company. What are the reasons for decline in the sales? (08 Marks)
- b. Devise a Sales Strategy Plan to ensure the increase of sales leading to profit of the organization. (08 Marks)

* * * * *