

CBCS SCHEME

16MBAMM401

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Fourth Semester MBA Degree Examination, Dec.2018/Jan.2019

Sales Management

Time: 3 hrs.

Max. Marks:80

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

- 1 a. What is Personal Selling? (02 Marks)
b. What are the roles and responsibilities of Sales Manager? (06 Marks)
c. Briefly explain emerging trends in Sales Management. (08 Marks)
- 2 a. What is Theory of Diffusion? (02 Marks)
b. Briefly explain the Selling Situation. (06 Marks)
c. Briefly explain the Selling Skills. (08 Marks)
- 3 a. What is Sales Territory? (02 Marks)
b. Briefly explain the types of Sales Quota. (06 Marks)
c. Briefly explain the Selection procedure. (08 Marks)
- 4 a. What is Motivation? (02 Marks)
b. Briefly explain performance Appraisal process. (06 Marks)
c. Briefly explain the types of Compensation plan. (08 Marks)
- 5 a. What is Compensation? (02 Marks)
b. Briefly explain the functions of a Sales Manager. (06 Marks)
c. Briefly explain the types of Sales Manager. (08 Marks)
- 6 a. What are the disadvantages of Debit card? (02 Marks)
b. Briefly explain Biometric method and legal or Regulatory environment. (06 Marks)
c. Briefly explain the advantages of Online Trading with examples. (08 Marks)
- 7 a. What is Sales Quota? (02 Marks)
b. What are the methods of setting Sales Quota? Explain. (06 Marks)
c. Briefly explain Standard Sales Management Process. (08 Marks)
- 8 **CASE STUDY :**

Patanjali Set to Explore International Markets

Yoga Guru Ramdev – owned Patanjali group is all set to explore International markets with its FMCG products and may also enter Pakistan and Afghanistan in future. They have already set up their units in Nepal and Bangladesh. Their products reached the middle cost, Soudi Arabia etc. In his interview Sri Ramdev Baba said that they should concentrate on poor countries as the profits from those countries will be utilized for development work there itself. He also added that the entry to Pakistan and Afghanistan will mostly depend on the prevailing political situation and if the situation is politically conducive, units will be set up there. He said that their company products are reaching right up to Canada.

Patanjali has already entered Azarbaijan which has 90% Muslim population, he said claiming that a top industrialist there has shown interest in his products.

There is a great demand from youths, and therefore Patanjali has decided to launch the Indianised jeans to compete with foreign brands, he said.

Questions :

- a. Is it right time to enter into International markets? (04 Marks)
- b. Is Patanjali surveyed the markets of Pakistan & Afganistan? (04 Marks)
- c. How the political factors influence the entry into the International markets especially like Pakistan? (04 Marks)
- d. What is your opinion on Indianized jeans to compete with foreign brands? (04 Marks)

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