

Internal Assessment Test - I

Sub:	SALES MANAGEMENT	Code:	16MBA MM401
Date:	Duration: 90 mins	Max Marks: 40	Sem: IV
			Branch: MBA

		Marks	OBE	
			CO	RBT
Part A - Answer Any Two Full Questions (16*02=32 Marks)				
1	(a) Define Sales Management.	[02]	CO1	L1
	(b) Classify the types of Sales Organizations with suitable examples.	[06]	CO2	L3
	(c) Explain the concept of Sales Presentation and discuss the essentials for effective sales presentation.	[08]	CO4	L4
2	(a) Cite examples of any two companies offering best customer support.	[02]	CO4	L1
	(b) Discuss in detail the skills required for successful selling.	[06]	CO1	L2
	(c) Elaborate the trends in Sales Management.	[08]	CO4	L5
3	(a) What is Follow-U-Action?	[02]	CO4	L1
	(b) Elucidate the qualities and responsibilities of a sales manager.	[06]	CO2	L2
	(c) Summarize the techniques of handling consumer objections with suitable examples. Also Highlight the importance of CRM in an organisation.	[08]	CO3	L5
Part B - Compulsory (01*08=08 marks)				
4	Women groups in Imenti North District produce several agricultural products to uplift their livelihood by selling to generate income. Other than just producing quality products, pricing them and making them accessible to potential consumers, they need to market them competitively. Most of these women groups use price as a tool for sales, but this may apply only if the target market is aware of the existence of these products. Most agricultural products are perishable in nature; therefore the potential customers need to be informed of these products and their uniqueness so that when making decision to buy may choose these products. Personal selling plays the role of creating awareness for the products. When consumers are aware of the product and its core characteristics will choose them over others. The women groups produce their products and sell them but they do not achieve the required sales levels.			
	(a) With reference to the case above analyze the need and importance of personal selling in an organisation		CO2	L4
	(b) Explain the process of personal selling.		CO1	L5

Course Outcomes		PO1	PO2	PO3	PO4	PO5	PO6	PO7		
CO1:	Know the distinction between the skills required for selling and sales management.	1a		2b		4b				
CO2:	Develop a plan for organizing, staffing and training the sales force.	1b			3b		4a			
CO3:	Organize sales territories to maximize selling effectiveness.							3c		
CO4:	Evaluate sales management strategies	1c 3a	2a				2c			

Cognitive level	KEYWORDS
L1	List, define, tell, describe, identify, show, label, collect, examine, tabulate, quote, name, who, when, where, etc.
L2	summarize, describe, interpret, contrast, predict, associate, distinguish, estimate, differentiate, discuss, extend
L3	Apply, demonstrate, calculate, complete, illustrate, show, solve, examine, modify, relate, change, classify, experiment, discover.
L4	Analyze, separate, order, explain, connect, classify, arrange, divide, compare, select, explain, infer.
L5	Assess, decide, rank, grade, test, measure, recommend, convince, select, judge, explain, discriminate, support, conclude, compare, summarize.

PO1 - Knowledge application; PO2 - Analytical and logical thinking; PO3 - Team work; PO4 - Leadership; PO5 - life-long learning; PO6 - Analyze and practice aspects of business; PO7- Personal and Societal growth;