

Sub:	Sales Management					Code:	14MBAMM407		
Date:	24.04.17	Duration:	90 mins	Max Marks:	50	Sem:	IV	Branch:	MBA

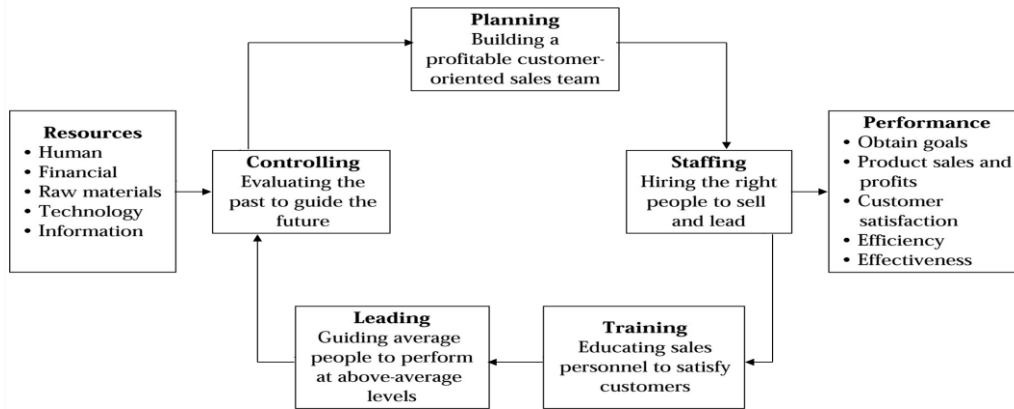
		Marks		OBE	
		CO	RBT		
Part A - Write short notes on any two (3*2=6 Marks)					
1 (a)	<p>What do you mean sales territory? <i>A sales territory is the customer group or geographical area for which an individual salesperson or a sales team holds responsibility. Territories can be defined on the basis of geography, sales potential, history, or a combination of factors.</i></p>	[03]	CO1	L1	
(b)	<p>Discuss how do you handle customer objections.</p> <ul style="list-style-type: none"> Listen and Understand. First, always listen to the customer. ... Empathize. ... Offer a Solution. ... Execute the Solution. ... Follow-Up. 	[03]	CO2	L2	
(c)	<p>Cite the habits of highly successful sales people.</p> <p><i>Habit #1: Know your product and know your competition: Habit #2: Know who your customer is. Habit #3: Listen to your customers. Understand their needs. Habit #4: Balance good customer relations with fiscal responsibility to the owner. Habit #5: Develop great administration skills. Habit #6: Be reliable and consistent. Habit #7: Continue to grow and develop.</i></p>	[03]	CO1	L1	
Part B - Answer any two (2*7=14)					
2 (a)	<p>Explain the different types of sales quota. <i>A sales quota is something used in many environments where goods or services are sold. It is essentially a target amount of sales that could be assessed on a daily, weekly, or monthly level. Whole selling units (like stores) may have a quota they must try to meet each month, as are individual salespeople. One means of assessing a salesperson's performance is by looking at his or her ability to hit the target on a regular basis or to exceed it.</i></p>	[07]	CO1	L1	
(b)	<p>Distinguish between AIDAS Theory and Buying Formula Theory. Attention: The sales person should attract the prospect to his presentation before actually goes into the details of the same. SP should involves the prospect's mind in the presentation, his total may go unnoticed or registered. Interest: SP should ensure that the prospect remains glued to his presentation throughout its length Desire: SP is responsible to create strong desire in prospect's mind to purchase the product. SP should consciously bring prospect into the stage of readiness to the buying the product. Action: SP is successful in 3 stages, SP induces to buy the product. Here important task for SP to help his prospect in taking final decision. Satisfaction: After placing an order or buying product, SP should appreciate the prospect for the decision.</p>	[07]	CO1	L2	
(c)	<p>Discuss the emerging trends in sales management. <input type="checkbox"/> Global perspective</p>	[07]	CO3	L2	

- Revolution in Technology
- Customer Relationship management
- Sales force diversity
- Team Selling Approach
- Managing multi-channels
- Ethical and Social Issues
- Sales Professionalism

Part C - Answer any two (2*10= 20 marks)

3 (a) Illustrate with diagram sales management functions.

[10]



CO3

L3

(b) Design the procedure for designing sales territories for sales of air purifiers.

[10]

- Select a control unit.
- Find location and potential of present and prospective customers within control units.
- Decide basic territories by using
 - Build-up method
 - Break-down method
- A control unit is a geographical territorial base.
- Unnecessary & expensive for consumer products

CO2

L3

(c) Explain the different sales organization structures.

[10]

- Line Sales Organization
- Line and Staff Sales Organization
- Functional Sales Organization
- Committee Sales Organization
- Field Organization of the Sales Department
- Centralization Vs Decentralization

CO1

L3

Part D - Compulsory (1*10=10/2*5=10 marks)

4.

You have just finished a series of interviews with a person who you feel is an excellent candidate for your firm's open sales position. She has a 3.4 grade point average and a marketing degree. The candidate has excellent communication skills, held a part-time sales job throughout college

to help pay for school, and was an officer in the sales fraternity on campus. She will definitely make a great entry-level salesperson at your company. Your only concern is that another company will offer her a job before you do! Before the candidate is offered a job, your company requires that a few of the applicant's references be checked. During the process, you discover that your ideal candidate lied on her resume and application. She was never an officer in the sales fraternity; she was only a member.

a. Given the difficulty in finding excellent candidates, what do you do with this person? [05]

Justification for Hiring:

Chance Given and inform her about the awareness that she is not an officer in fraternity, will give her a chance.

Justification Not Hiring:

On Ethical Basis will not hire candidate due to falsifying information provided.

b. Would your decision change if you find this candidate has several speeding tickets? [05]

Yes since the candidate is not a reliable candidate,

CO2	L4
CO2	L5