

Internal Assessment Test – I

Sub:	Sales Management					Code:	17MBAMM401		
Date:	18-03-2019	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)	List any 6 emerging trends in sales management explaining each in 2 lines.	[06]	CO1	L1
(c)	Explain Sales Organizations? Write about any two types of sales organizations.	[08]	CO1	L4
2 (a)	Describe the Prospecting stage in Personal Selling.	[02]	CO1	L2
(b)	Distinguish Transactional Selling from Relational Selling using any 6 points in a tabular form.	[06]	CO1	L2
(c)	Summarize the concept of customer objection handling and discuss any 6 techniques used by a salesperson in handling the customers' objections.	[08]	CO1	L2
3 (a)	Explain the customer-centric selling skills?	[02]	CO1	L4
(b)	List any 6 roles/responsibilities of a sales manager explaining each in 2 lines.	[06]	CO1	L1, L4
(c)	Describe the need for possessing 'selling styles' for salesperson. Explain the 5 selling styles in brief.	[08]	CO1	L2, L4
Part B - Compulsory (01*08=08 marks)				
4.	Anirudh did his MBA from one of the reputed institutions in Bangalore. He was specialized in core Marketing functional area. He always believes that sales and marketing is not just a business function but a social activity. He did an internship with Pebbles, an education software provider for primary, secondary and high schools. During his internship he learnt the tricks of trade in sales. After his MBA, he got a placement offer to work for Pacific Publications Pvt. Ltd., a leading publishing company to market and sell their courseware to college students. Anirudh, having worked in a similar business during his internship, developed a strong aspiration to prove himself in this courseware publications company. He wanted to become successful in this profession. He wanted to adopt a professional way of selling this courseware to his target customers. He decided to follow the Personal Selling approach. In the light of the present case, answer the below question.			
	Apply the various steps involved in the process of personal Selling to the above case of Anirudh explaining the action points for each step.	[08]	CO1	L3

Course Outcomes		PO1	PO2	PO3	PO4	PO5
CO1:	Develop an ability to assess the impact of the environment on marketing function.	1a 1b 1c 3b 4a			3a 3c	4b 4c
CO2:	To formulate marketing strategies that incorporate psychological and sociological factors which influence buying.		2a		2c	2b
CO3:	Explain how companies identify attractive market segments, differentiate and position their products for maximum competitive advantage in the market place.					
CO4:	Build marketing strategies based on product, price, place and promotion objectives.					
CO5:	Synthesize ideas into a viable marketing plan.					
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 – Theoretical Knowledge; PO2 – Effective Communication Skills; PO3 – Leadership Qualities; PO4 – Sustained Research Orientation; PO5 – Self-Sustaining Entrepreneurship

Solution

Part A - Answer Any Two Full Questions (16*02=32 Marks)

- 1 (a) Define Sales Management
Process of developing salesforce, coordinating sales operations and implementing sales techniques that allow a business to consistently reach out its sales target
- (b) List any 5 emerging trends in sales management explaining each in 2 lines.
- i. Global perspective: Globalization - global competitiveness – global markets
 - ii. Technological revolution: digital literacy – increased capabilities of consumers – increase in use of internet – online presence
 - iii. CRM: IT for relationship – real-time services – individual needs
 - iv. Salesforce Diversity: men and women in sales – education levels – motivations & aspirations
 - v. Ethical & Social issues: bribery – deception – high-pressure tactics
 - vi. Managing Multi Channels – two or more channels of the same customer – managing without contradictions, without conflicting but complimenting each other.
- (c) Explain Sales Organizations? Write about any two types of sales organizations.
Sales organizations are referred to as those structural organizations that are responsible to design and execute a sales plan as per the larger business goals, with structured organization, clear roles and responsibilities at an individual sales person level, as well as for sales units and departments in the main organization.

Types:

- a. Functional-type sales organization:
Sales activities divided among salespersons – abilities, skills, competencies – example medical reps.
 - b. Geographic-type sales organization
Salesforce divided into geographic territories – salesman performs all functions in given territory – cost-effective – increases customer satisfaction
- 2 (a) Describe the Prospecting stage in Personal Selling.
First stage in personal selling – identifying prospective customers – includes generating leads by various methods and qualifying them into Hot, Warm and Cold prospects.
- (b) Distinguish Transactional Selling from Relational Selling using any 5 points in a tabular form.

Transactional	Relational
Focus on product and price	Focus on customer and value
Focus on single transaction	Focus on continued transaction

Short-term approach	Long-term approach
Competitive approach	Cooperative approach
Each deal is an individual transaction	Each deal is a part of relationship
Eg: Book-shops at railway stations	Eg: IT companies selling software solutions

(c) Summarize the various techniques used by a salesperson in handling the customers' objections.

Any 6 from the below:

- i. Create strife technique:
 - 'Coming to that method' - Telling that I will answer any question in a short while
 - 'Comparative item method' – keep other variants of the same product readily available (in case of any defects etc.)
 - 'Indirect denial method' – inoffensively denying, example telling a humorous story/incidence
 - 'It's in yur hands method' – accepting the objection and asking to decide
 - 'Pass-up method' – smiling and passing off the objection
- ii. Offset objection technique
 - 'Yes-but method' – agreeing but offsetting
 - 'Compensation or contrast method' – comparing and contrasting it with something acceptable
 - 'Case History method' – describing benefits accrued by another prospect
- iii. Clarify objection technique
 - 'Demonstration method' – show the utility
 - 'Boomerang method' – converting reason for not buying into reason for buying
 - 'Purpose trial-use method' – offering the product on a trial basis

3 (a) Explain the customer-centric selling skills?

Customer-centric skills are the contemporary skills that are against the stereotypical skills which were all about 'control and persuade' approach. Customer-centric skills require salesman to consider the customer as the focal point to sales.

(b) List any 6 roles/responsibilities of a sales manager explaining each in 2 lines.

- i. Coaching: teach new skills – role-playing – scenarios – allocating resources
- ii. Recruiting: LinkedIn – Networking
- iii. Shadowing – identify best practices in industry – create fresh strategies
- iv. Maintaining & Aligning: Keep on same page with marketing, production, customer-support, HR etc.
- v. Data Analysis – Capture the daily performance – consolidate – analyze and interpret
- vi. Reporting: Creating and analyzing data – target-achievement status – performance evaluation – new opportunities

(c) Describe the need for possessing 'selling styles' for salesperson. Explain the 5 selling styles in brief. Selling is more an art than science. Customers are smart, hence salesman must outsmart customers. Every salesman has a unique style to differentiate, attract and retain customers.

- i. Aggressive style
 - Intention only to sell – job done in one shot – client leaves, sales is lost – suits working individually – Eg: Insurance agents
- ii. Consultative style

- Based on trust – relationship-building – good personality – sales don't happen at a time – Eg: Medical reps
- iii. Need-oriented style
Observed actions and words - Asks questions – Presents a situation – Fast and clever – problem-solving style – Eg: Showroom sales exactitude
- iv. Product-oriented style
Based on product – Features and benefits – Demos and samples – Eg: Eueka Forbes
- v. Competitive style
Believes to be one step ahead of competition – Never takes a back step – go an extra mile – highlights differentiating points – Eg: Automobile

Part B - Compulsory (01*20=20 marks)

4. Case-study

Applying the various steps involved in the process of personal Selling to the above case of Anirudh explaining the action points for each step given below.

- i. Lead generation
- ii. Prospecting
- iii. Evaluating
- iv. Pre-approach
- v. Approach
- vi. Close
- vii. Follow-up