

# CBCS SCHEME

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18MBAMM401

## Fourth Semester MBA Degree Examination, Aug./Sept. 2020 Sales Management

Time: 3 hrs.

Max. Marks: 100

**Note: Answer any FIVE full questions.**

- 1 a. What is the objective of Sales Management? (03 Marks)  
b. Write a note on evolution of sales management. (07 Marks)  
c. What is personal selling? What are the types of personal selling? (10 Marks)
- 2 a. Define selling situation. (03 Marks)  
b. What is the role of communication skill in selling process? Highlight the tips of communication skill in sales management. (07 Marks)  
c. Define BATNA. What are the various Negotiating Tactics? (10 Marks)
- 3 a. Mention the advantages of setting sales territory. (03 Marks)  
b. What are the factors affecting sales force motivation? (07 Marks)  
c. What are challenges in sales force selection? (10 Marks)
- 4 a. What are the types of sales managers? (03 Marks)  
b. What are the types of compensation plan? (07 Marks)  
c. What are the characteristics and quality of a sales manager? (10 Marks)
- 5 a. What is digital signature? (03 Marks)  
b. What is the role of Sales Managers? (07 Marks)  
c. Explain the Selling Skill. (10 Marks)
- 6 a. What are the types of internet advertisements? (03 Marks)  
b. How can a sales person succeed in his profession? (07 Marks)  
c. What are the different types of electronic payment system? Explain with relevant example. (10 Marks)
- 7 a. Mention the stages of motivation, why is it important in sales management. (03 Marks)  
b. What is the role of sales manager in the international market? (07 Marks)  
c. What is the method in settling sales quota and if you are a sales manager of a car. Which types of sales quota will you refer for your organization? (10 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.  
2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.

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Harsh and Rajesh are two enterprising youth. They have passed out from IIM, Bangalore. They thought instead of doing a job, they will launch fresh vegetables in Indian markets. Having learnt of the future conventional foods, they decided to venture into cultivation of mushrooms.

Mushrooms are known to be the best alternative food for vegetarians. For Harsh and Rajesh fund raising was a serious handicap for mass production. However, the first trail batch of Mushrooms that they produced was brought by star Hotel in Bangalore. Further the hotel placed orders for supply of 20kgs ever day.

Now Mushrooms industry is run by small enterprises like, Harsh and Rajesh another big player M/S Shubdeep mushroom equipped with cold storage facility was more interested in the export market.

Harsh and Rajesh have set sight high. They aim to sell mushroom in a very big way all over India.

- a. How will you advise Harsh and Rajesh, as how to increase the consumer awareness about this new food? (10 Marks)
- b. What would be your suggestion for distribution channels for mushrooms? (10 Marks)

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