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14MBAMM407

Fourth Semester MBA Degree Examination, June/July 2017
Sales Management

Time: 3 hrs.

Max. Marks:100

SECTION - A

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 Define Sales Organization. (03 Marks)
- 2 Define Compensation. (03 Marks)
- 3 What is Digital Signature? (03 Marks)
- 4 What is Sales Quota? (03 Marks)
- 5 What is Follow – U – Action? (03 Marks)
- 6 Define Pre – approach process. (03 Marks)
- 7 Define Selling agent. (03 Marks)

SECTION - B

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 Describe the methods of setting sales quota. (07 Marks)
- 2 Explain Sales process. (07 Marks)
- 3 Explain the characteristic of Sales Manager. (07 Marks)
- 4 What are the different qualities required for the best Manager? (07 Marks)
- 5 What are the different Selling and buying styles? (07 Marks)
- 6 What are the advantages and disadvantages of credit card? (07 Marks)
- 7 Define Sales Management. Explain line sales organization with structure. (07 Marks)

SECTION - C

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 What are the emerging trends in sales management? How are they affecting role and function of sales persons? (10 Marks)
- 2 Explain various factors influencing the sales person while modifying the sales territory. (10 Marks)
- 3 What are the skills required for successful selling? Explain the handling technique of customer objection. (10 Marks)

- 4 Explain the importance of motivation with its process. (10 Marks)
- 5 Explain the functions of a sales person. (10 Marks)
- 6 Explain Maslow's hierarchy theory with example. (10 Marks)
- 7 Explain growth of Internet trading in India. (10 Marks)

SECTION - D
CASE STUDY – [Compulsory]

Samuel & Gulamkhan 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 Samuel and Gulamkhan fund raising was a serious handicap for mass production. However, the first trial batch of mushrooms that they produced was brought by star Hotel in Bangalore. Further the hotel placed orders for supply of 20kgs every day.

Now mushroom industry is run by small enterprises like, Samuel & Gulamkhan another big player – M/s Ashtarinayak mushrooms equipped with cold storage facility was more interested in the export market.

Samuel and Gulamkhan have set their sights high. They aim to sell mushrooms in a very big way all over India.

Questions :

1. How will you advise Samuel and Gulamkhan, as how to increase the consumer awareness about this new food? (10 Marks)
2. What would be your suggestions for distribution channels for mushrooms? (10 Marks)
