

CBCS SCHEME

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18MBAMM401

Fourth Semester MBA Degree Examination, July/August 2021 Sales Management

Time: 3 hrs

Max. Marks: 100

Note: Answer any FIVE full questions.

- 1 a. What is sales management? (03 Marks)
b. Explain designing a sales quota. (07 Marks)
c. Mention advertising in the internet and its significance. (10 Marks)
- 2 a. What do you mean by objection handling? (03 Marks)
b. Describe compensation plan for a sales team. (07 Marks)
c. Classify types of sales organization. (10 Marks)
- 3 a. What makes sales quota important? (03 Marks)
b. Illustrate sales training programme. (07 Marks)
c. How do you conduct a sales teams performance and appraisal? (10 Marks)
- 4 a. What if sales motivation does not happen? Hence what is the importance and process of motivation? (03 Marks)
b. Compare online sales versus offline sales. (07 Marks)
c. Explain advantages and disadvantages of a sales job. (10 Marks)
- 5 a. What is the role of a sales manager? (03 Marks)
b. Analyze growth of internet trade in India. (07 Marks)
c. Explain the terms: Attention, Interest, Derive and Action. (10 Marks)
- 6 a. What is selling on the internet? (03 Marks)
b. Develop a time management schedule for a sales executive. (07 Marks)
c. Institutional sales and its challenges and how do you sell to institutions. (10 Marks)
- 7 a. What are sales territories? (03 Marks)
b. Design a follow-up action for the following, postponed, new enquiries and old customers for new products. (07 Marks)
c. Selling strategies of a company of your choice in your own words. (10 Marks)

8 CASE STUDY:

Mr. Rajesh is currently working for Oppo phones a Chinese company. He has challenges in terms of receiving products from the factory located in India itself due to lockdown. He hears a lot of rumours that India will face challenges due to the corona virus. He thinks of changing his job. Fortunately his Chinese Head Office gives the salary on time and he is promoted as a regional manager during the lockdown. His questions are:

- a. Shall I continue with a Chinese company? (10 Marks)
- b. How shall I motivate my team members? (10 Marks)

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