

CMR INSTITUTE OF TECHNOLOGY			USN <table border="1" style="display: inline-table; vertical-align: middle;"><tr><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr></table>																			
Sub:	Sales and Retail Management								Code:													
Date:	10/03/2025	Duration:	90	Max Marks:	50	Sem:	III	Branch:														
Schema and Solutions									Schema Marks													
Part A - Answer Any Two Full Questions (2* 20 = 40 marks)																						
1 (a)	What are the key responsibilities of a sales manager? Ans: Key Responsibilities of a Sales Manager <ul style="list-style-type: none"> • Setting sales targets and objectives • Developing and implementing sales strategies • Managing the sales team and training them • Monitoring sales performance and reporting • Customer relationship management • Coordinating with marketing for promotional activities 								Minimum 4 Responsibilities 3 Marks													
(b)	Explain the steps involved in the personal selling process. Ans: Steps in Personal Selling Process <ol style="list-style-type: none"> 1. Prospecting – Identifying potential customers 2. Pre-approach – Gathering information about the prospect 3. Approach – Initial interaction and establishing rapport 4. Presentation – Demonstrating the product/service 5. Handling Objections – Addressing customer concerns 6. Closing the Sale – Getting customer commitment 7. Follow-up – Ensuring customer satisfaction and future sales 								7 Steps 7 Marks													
(c)	Evaluate the role of CRM (Customer Relationship Management) in sales management. Ans: Definition of CRM Role of CRM <ul style="list-style-type: none"> • Customer Segmentation – Identifies target customers • Data Management & Analytics – Helps in decision-making • Customer Engagement & Retention – Increases loyalty • Sales Automation & Forecasting – Enhances efficiency • Example (E.g., Salesforce, HubSpot) 								Definition 1 Mark, minimum 4 roles, each role 2 Marks. Example 1 Mark													
2 (a)	List the factors that influence sales territory design. Ans: Factors Influencing Sales Territory Design <ul style="list-style-type: none"> • Market Potential • Geographical Size • Customer Distribution • Competitor Presence • Sales Force Availability 								3 Relevant factors 3 Marks													

(b)	<p>Discuss the different methods of setting sales quotas.</p> <p>Ans: Methods of Setting Sales Quotas</p> <p>Sales Volume Quota</p> <p>Profit-Based Quota</p> <p>Expense-Based Quota</p> <p>Activity-Based Quota</p> <p>Combination Quota</p> <p>Customer-Based Quota</p>	Explaining at least 5 Methods 7 marks
(c)	<p>Analyze the impact of digital marketing on personal selling.</p> <p>Impact of Digital Marketing on Personal Selling</p> <ol style="list-style-type: none"> 1. Lead Generation through Online Platforms (SEO, PPC, social media ads) 2. Improved Customer Engagement (Chatbots, AI, Email marketing) 3. Cost Efficiency (Reduces reliance on field sales teams) 4. Data Analytics for Personalized Selling 5. Social Selling (LinkedIn, Instagram, WhatsApp Business) 6. E-commerce Platforms and Direct Sales 7. Challenges – Need for Tech Adoption and Training 	Mentioning 5+ points with examples - 10 Marks
3 (a)	<p>What is performance appraisal in sales management?</p> <p>Ans: a) Performance Appraisal in Sales Management [3 Marks]</p> <ul style="list-style-type: none"> • Definition: Evaluation of sales employees' performance • Key Metrics: Sales targets achieved, customer feedback, teamwork • Methods: Self-assessment, Supervisor review, 360-degree feedback 	Definition 1 Mark, relevant points 2 Marks
(b)	<p>Explain the key factors affecting sales force motivation.</p> <p>Ans: Factors Affecting Sales Force Motivation</p> <ol style="list-style-type: none"> 1. Monetary Compensation (Salary, Commissions, Bonuses) 2. Recognition & Rewards 3. Career Growth Opportunities 4. Job Security 5. Work Environment & Culture 6. Training & Skill Development 7. Autonomy & Decision-making Power 	Explanation of at least 5 factors -7 Marks
(c)	<p>Evaluate how financial and non-financial incentives influence sales performance.</p> <p>Ans: Financial & Non-Financial Incentives' Influence on Sales Performance</p> <ol style="list-style-type: none"> 1. Financial Incentives: Salary, Bonus, Commission, Profit Sharing 2. Non-Financial Incentives: Recognition, Awards, Career Growth 3. Psychological Impact on Motivation 	Financial Incentives 5 Marks & non-financial incentives 5 Marks

	<p>4. Impact on Employee Retention</p> <p>5. Case Study Example (E.g., Incentive-based pay in FMCG sector)</p>	
4	<p>International Sales Expansion at Tata Motors</p> <p>Background: Tata Motors is planning to expand its international sales operations into Latin America and Africa. The company has been successful in the Indian market but faces several challenges in entering these new regions: Different consumer preferences: Latin American buyers prefer small, fuel-efficient cars, while African customers demand rugged, durable vehicles. Supply chain constraints: Exporting vehicles from India increases costs, making Tata less competitive against local players. Sales team adaptation: The existing Indian sales team has limited experience handling international clients. Regulatory barriers: Different import taxes, emission standards, and safety regulations make it complex to standardize products. Tata Motors' management needs a robust international sales strategy to overcome these hurdles.</p> <p>Case-Based Questions: 4. a Analyze the key barriers to international sales expansion faced by Tata Motors and suggest solutions for adapting to different markets</p> <p>Barriers:</p> <ol style="list-style-type: none"> 1. Diverse Customer Preferences 2. Supply Chain Constraints 3. Sales Team Adaptation Issues 4. Regulatory Challenges <p>Solutions:</p> <ol style="list-style-type: none"> 1. Product Adaptation for Different Markets 2. Setting Up Local Assembly Plants 3. International Sales Training for Teams 4. Strategic Partnerships with Local Distributors <p>5. b Evaluate how Tata Motors can restructure its international sales force to improve global market penetration and competitiveness.</p> <p>Possible Strategies:</p> <ol style="list-style-type: none"> 1. Local Hiring & Training of Sales Teams 2. Hybrid Sales Model – Mix of Online & Offline Selling 3. Performance-Based Sales Compensation Plans 4. Cross-Cultural Sales Training Programs 5. Partnerships with Regional Dealership Networks 	<p>Identifying barriers (2 Marks) + Relevant solutions (3 Marks)</p> <p>Providing at least 3 solid strategies with explanations</p>