

VPM's  
DR VN BRIMS, Thane  
Programme: MMS (2013-15)  
Third Semester Examination October-November, 2014

<b>Subject</b> MMS-III Marketing		<b>Sales Management &amp; Sales Promotion (SMSP 03)</b>	
<b>Roll No.</b>		<b>Marks</b>	<b>30 Marks</b>
<b>Total No. of Questions</b>	<b>5</b>	<b>Duration</b>	<b>2 Hours</b>
<b>Total No. of printed pages</b>	<b>2</b>	<b>Date</b>	07.11.2014

**Note:** Q1 is compulsory and solve any TWO from the remaining FOUR questions.

**Q1) 10 Marks (Compulsory)**

You are a Regional Sales Manager in an organization. There is need to recruit a sales manager in one of the branches. There are many candidates who have applied. After the preliminary interview you have short listed two candidates. One is with a good back ground of management and has one year experience in sales. The other is a great salesman with an experience but without a management understanding. The second gentleman demonstrates better sales skills as compared to the person with management skills. The questions is whom would you select.

- How will you make a decision of selecting one of the two candidates, please share you decision making process?
- What is the basis of giving preference to a candidate who is selected?

**Attempt any TWO from the remaining FOUR Questions**

**Q2) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

The choice of the organization structure is influenced by factors such as size of the company, nature of the products, nature and density of market, ability of executives, and financial conditions of the company.

- Explain how each of the above conditions may affect the choice of the structure.
- For a hard core sales organization where in you are selling water purifier, what would be your sales structure?
- What are the advantages of creating a good organization structure?

**Q3) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- It is said that a good manager makes or breaks a branch .What is the role of a sales manager and what specific duties and responsibilities do they perform?
- It is said by many that sales training do not help. Why do companies spend large sums of money training their sales personnel in the art of selling? Comments please.
- The importance of time and territory management in sales cannot be underestimated. What are the factors one should consider is managing the above.

**Q4) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- Fail to plan is a sure plan to fail . Is planning important is sales also? Assume that you are working for a consumer durable company and you are selling laptops for a good brand. How would you plan to achieve your target for a month? Please write down assumptions if any?
- What are the questions you would ask yourself to check where a prospect is a real qualified prospect?

c) The most successful sales manager set themselves apart by asking the questions to measure the performance of their teams. What are some of the very important questions a good sales manager would ask to his executives? Write at least five questions.

**Q5) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

a) You are a manager of a car showroom. You have a target of selling 60 cars a month. Your team normally achieves 60% target. Can you think of increasing your sales figure by giving some incentives? Cost of the car is Rs. 6 lacs. Salary of the executive is Rs 15000.00. Please make necessary assumptions if need be.

b) What would be some of the difficulties of letting sales people develop their own goals for sales volume?

c) How you would guide / lead your team especially when market is not responding and there is enough push from the management to meet the quota?