

VPM's
DR VN BRIMS, Thane
Programme: PGDM (2014-16)
Fourth Trimester (Mktg.) Examination September 2015

Subject	Sales force Management		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages	2	Date	28.09.2015

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

Q1) Please read the case carefully, while you may have read it in the past, there can be new information. Only the information listed here should be used. Any assumptions made must be clearly defined in your answer **(20 Marks)**

The Pizzaz Bowl – Sales Promotion for Pizza Birthday Hungama

Pizzaz Bowl has a sense of occasion, of being there at the right time. Be it a heart shaped pizza on Valentine's Day or a special promotion during the cricket work cup, Pizzaz Bowl is on the ball – with eye catching promotions. They develop innovative Pizza Birthday

Hungama menu for birthday party's package exclusively for kids in the 6-10 years of age

groups. The marketing manager of Pizzaz Bowl said "There is a specific reason to cater to this segment". Though at this age children are under their parent's guidance they perceive themselves to be teenagers and have the ability to choose or demand a particular brand of their own choice.

Innovative promotional activities and a popular logo have helped Pizzaz Bowl expand. They believe on not just offering a great pizza but also on providing a great experience filled with excitement and excellent customer service. They also emphasized on the customer focused operations. Intensive research was done to identify customer needs and satisfaction. They conducted psychographic research on the Indian consumer that led to the use of cartoon characters in campaigns. The campaigns created are eye catching with cartoon characters on the mailers, hoardings and print advertisements where the cartoon characters are aimed at matching the varying moods of kids.

The Indian Market Research Bureau (IMRB) also carried out regular surprise checks at the different outlets to monitor the quality of service. Moreover a regular test, CHAMPS (Cleanliness, Hospitality, and Accuracy of order, Maintenance, Product quality and Speed of service) is conducted.

The company says that its Pizza Birthday Hungama birthday package is full of fun and excitement. What is unique in the package is the nominal price of Rs 125 per child that offers much more than only goodies in the main menu. The birthday party included a well decorated area within the Pizzaz Bowl outlet with several gifts for the children. Moreover the party is conducted by a trained host with lots of games, Prizes and special gifts for the birthday child. Pizzaz Bowl better known as a family restaurant takes the onus of relieving parents of the cumbersome job of cleaning up the mess after the kiddies have enjoyed themselves thoroughly.

The Pizza Birthday Hungama menu on the other hand includes a wholesome delicious meal and free gift for the child. The menu has been intricately designed with pictorial games. A free set of crayons is provided to keep the children occupied while their parents dine.

Questions:

1. What is Sales Promotion? What factors in your opinion are favorable to make Piz-zaz Bowl Sales Promotion successful?
2. Suggest any two Sales promotions to attract more customers. Give your reasons for suggesting specific promotions.

Attempt Any FOUR from the Remaining SIX Questions

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

- a) Discuss the various steps involve in Recruitment & Selection Process in service industry. (Choose any service)
- b) Describe the Sales promotion scheme for the following objectives:
 1. Launch of a new product and increase product trial
 2. Encourage repeat purchase of a brand
- c) What is Sales territory? Why do firms establish Sales territories? Can you think of a reason why a firm may not have sales territories?

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

- a) What is Sales forecasting? Describe any one qualitative method of sales forecasting & indicate its advantages & disadvantages.
- b) "The primary responsibility of a sales person is identification of customer needs, presentation, demonstration negotiation handling objections and closing the sale" – Explain with an example
- c) Give an example of performance standard for field sales person? What is the purpose of performance appraisal for sales people?

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

- a) How would you handle the following objections raised at the end of the sales presentation
 1. Your product quality is not good
 2. The price is not competitive
- b) 'To introduce new products, to create new customers and retain the existing ones, to remain competitive' are the objectives of Sales promotion. Explain how?
- c) Define Sales Organisation & its importance?

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

Define the following

- a) Sales Management & its functions
- b) Trade Allowance & Trade deals (With Example)
- c) Routing & Scheduling

Q6) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) What is personal selling? How is relationship selling is different from transactional selling?
- b) What is Regression Method of Forecasting? Indicate its advantages & disadvantages.
- c) Suggest a promotional strategy for any two of the following:
 - i. Color Television
 - ii. Detergent Powder
 - iii. Mobile Phones
 - iv. Branded table salt

Q7) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a)** Explain the purpose & benefit of training salesforce
- b)** What is sales Budget? Explain methods of sales budgeting.
- c)** Define Sales Quotas. It can act as a motivator or demotivator. Comment.