

**VPM's**  
**DR VN BRIMS, Thane**  
**Programme: MMS (2015-17) (Marketing)**  
**Fourth Trimester Examination October 2016**

|                                   |                               |                 |                   |
|-----------------------------------|-------------------------------|-----------------|-------------------|
| <b>Subject</b>                    | <b>Sales force Management</b> |                 |                   |
| <b>Roll No.</b>                   |                               | <b>Marks</b>    | <b>60 Marks</b>   |
| <b>Total No. of Questions</b>     | <b>7</b>                      | <b>Duration</b> | <b>3 Hours</b>    |
| <b>Total No. of printed pages</b> | <b>2</b>                      | <b>Date</b>     | <b>21.10-2016</b> |

**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 Pizzaz Bowl Sales Promotion successful?**
- 2. Suggest 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) How can training needs of sales persons be identified? How do the learning styles of sales persons affects the design of the sales training program?**

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

a. Your product quality is not good

b. The price is not competitive

b) "Budgets assist managerial control of activities." Explain this statement, bringing out clearly how far this assists managerial control at different levels.

c) Define Sales Organisation & its importance.

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

Explain the following

a) Sales Management & its functions

b) Trade Allowance & Trade deals (With Example)

c) Selling Process & Its Objectives

**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) "Sales volume objective, profit target and marketing capabilities require balancing act to choose the optimum strategy of sales" Elucidate.

b) Define Sales budget. What are its objectives, nature and principles?

c) Define Sales Quotas. It can act as a motivator or demotivator. Comment .