

VPM's
DR VN BRIMS, Thane
Programme: MMS (2018-20) (Mktg.)
Third Semester Examination October 2019

Subject	Sales Management		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages	2	Date	25.10.2019

	Instructions: - <ul style="list-style-type: none"> • Q. No 1 is compulsory. • Attempt Any Four from the Remaining Six Questions. • Figures to the right indicate marks in full. 	Marks
Q. 1	Case/Case-let Study (500-800 words)	20
	<p>As a Sales Manager, you have been assigned the responsibility of designing a vast sales network for a new brand of Fresh Lime Juice (with minimal Preservatives) planned to be launched next summer. The company wishes to confine the launch to all metros, and major cities in India. The main focus is on Retail malls, large sized grocers and general merchants. While other stores are second priority. The firm is targeting around 20,000 outlets to be serviced within the first 6 weeks, of its launch. The advertising campaign is expected to create awareness about the new brand by the 3rd week of the launch. The product has a shelf life of 3 months from the date of manufacture and will be manufactured from Uttaranchal.</p> <p>Questions</p> <ol style="list-style-type: none"> a) What additional information would you need to develop an effective sales plan? b) What factors will you consider in developing the sales force? c) How would you measure the effectiveness of the sales force in this case? 	
Q. 2	Answer Any two from the following.	5x2 = 10
	<p>a. Suppose you have faced with the following problem, as a sales manager,</p> <ol style="list-style-type: none"> i. Sales people are not spending adequate time to develop new customers and ii. Sales people are selling profitable products less than non-profitable and easy- to -sell products to achieve their sales volume quotas. Suggest a compensation plan that can be used to solve these problems. 	
	b. If you are appointed as a sales trainer for a consumer products strategic business unit of a large multinational company with 100 sales people, how would you decide their specific training needs?	
	c. What are the factors influencing the Buyers Sellers Dyadic interactions?	
Q. 3	Answer Any two from the following.	5x2= 10
	a. If you pay a sales person enough, you will have a well-motivated sales person “? Comment	
	b. Describe the methods used for handling and overcoming sales objections?	
	c. Briefly explain the personal selling process. Discuss the importance of	

		“Sales resistance the selling process. How do sales person cope up with the same? Support your answer by citing example of a consumer durable product.	
Q. 4		Answer Any two from the following.	5x2 = 10
	a.	What are the basic objectives of a good sales force monitoring system. List & briefly explain the parameters used to monitor a sales force of a company from any sector of your choice?	
	b.	What are the reasons for Salesmen attrition?	
	c.	What are the various types of sales Forecasts? Explain the process of Sales forecasts	
Q. 5		Answer Any two from the following.	5x2 = 10
	a.	Discuss the importance of the sales budget in the corporate budgetary process?	
	b.	What do you mean by the term Theories of Selling? Explain each theory of Personal selling?	
	c.	“Being a man in the field, salesman is answerable to any conceivable complaints from the customer, irrespective of the fact who caused the same”. Elucidate the statement with special reference to co-ordination activities of salesman with various departments?	
Q. 6		Answer Any two from the following.	5x2 = 10
	a.	Salespeople are frequently faced with ethical dilemmas. Certain ethical situations come to the fore when dealing with customers. List and discuss five (5) of these ethical dilemmas using your own examples in your answer	
	b.	What are the factors influencing Sales compensation?	
	c.	What is the purpose of territory management?	
Q. 7		Answer Any two from the following	5x2 = 10
	a.	What are the frequently utilised recruitment sources of salespersons? You are in the business of selling pharmaceuticals and are looking for young dynamic salespersons. What are the pros and cons of recruiting salespersons from your closest competitions?	
	b.	How does the relative importance of advertising and personal selling vary across the different stages of the purchase process?	
	c.	Sales Manager’s job is one of the most complex and challenging one in an Organization. Explain with reference to his responsibilities?	