

VPM's
DR VN BRIMS, Thane
Programme: MMS (2021-23)
Third Semester Regular Examination February 2023

Course Name: Sales Management		Course Code	MMS - M-304
Roll No.		Marks	60
Total No. of Questions	6	Duration	3 Hours
Total No. of printed pages	3	Date	08-02-2023

Course Outcome Statements:

CO1: RECALL the basic terminologies of Sales Management

CO2: ILLUSTRATE Sales Organization, Selling Skills and Correlation of Sales & Distribution for different market conditions.

CO3: APPLY Sales Process, Territory planning, Sales Force motivation and control in different market scenarios

CO4: Analyse different scenarios with reference to sales planning, forecasting, target setting and Sales Control

CO5: EVALUATE Sales performance, forecasting results to facilitate decision-making in relevant Sales Management areas

Instructions: - All Questions are Compulsory

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Q. No.		Questions			
Q. 1		Case/Case-let Study			

Vibpure Private Limited (Vibpure) is a growing organisation with a wide range of water purifiers, air purifiers, vacuum cleaners, and water dispensers. The company was facing acute competition and had achieved 91 per cent of its sales target for the first six (6) months of the year. July–December will be a crucial period for the company to achieve 100 per cent of its annual sales targets. The company will launch a new water purifier with Copper enrich technology with an existing RO and UV technology. This is an advanced water purifier with many competitive advantages. Its success is critical for the organisation. Sales of water purifiers usually require demonstrations by the salespersons, so it's important that all sales representatives memorise and practice the demonstration script.

Hence, the company has developed a sales contest with an award of an HD TV for the best demonstration. The contest is planned at zonal levels where all a zone's sales representatives can compete.

There are 200 sales representatives in the organisation. Eight sales representatives are grouped geographically with a District Sales Manager, who reports to a regional sales manager. Vibpure had four Regional Sales Managers (RSMs) representing the North, East, West, and South zones of India. These RSMs reported to the general manager of sales.

Vishesh Chadha is a newly promoted District Sales Manager of Delhi. His team has achieved 80 per cent of the sales target for the first six (6) months of the year. In an earlier year, they achieved 92% of the sales target. His two sales representatives, Brij and Pratibha, are not interested in participating in this contest. They came to Vishesh one day

before the meeting and said, “We don’t have time for this, and we need to be out in the market to sell our products.”

(All Figs in Rs-Million)	Northern Region	Eastern Region	Western Region	Southern Region
Sales	23	22	28.5	27
Sales Quota	25	20	30	25
Effectiveness Index	92	110	95	108
Sales Last Year	22.5	19	28	24
Sales Growth (%)	2	16	2	13
Industry Sales	250	200	300	250
Market Share (%)	9	11	10	11

	a.	Analyse sales performances of each region based on the ‘Different Types of Analysis’ framework	6	Level 4	CO4
	b.	Evaluate suitable methods from the Stimulus-Response and the Need Satisfaction (FAB approach) for the Sales Presentation and Demonstration of the newly planned water purifier.	6	Level 5	CO5
Q. 2		Answer Any one from the following.			
		An East Zone Sales Manager of a renowned consumer electronics and appliances manufacturer has observed that (i) salespeople are not spending adequate time to develop new customers, and (ii) salespeople are selling profitable products less than non-profitable and easy-to-sell products to achieve their sales volume quotas;			
	a.	Evaluate sales performance based on both quantitative outcome (result) and quantitative behavioural-based measures for the above-mentioned Sales Manager.	6	Level 5	CO5
	b.	Justify a compensation plan for salespeople, including financial and non-financial compensation methods to achieve desired sales performances.	6	Level 5	CO5
Q. 3		Answer Any one from the following.			
	a.	Analyse the role played by distribution management in sales while providing ‘time’, ‘place’ and ‘possession’ utility to the consumer.	6	Level 4	CO4
	b.	The Sales for a product in the last six months are shown below. Month 1 2 3 4 5 6 7 Actual Sales 140 185 210 275 290 240 ??? (Million Rupees) Analyse sales and generate a forecast for sales volume in the subsequent seventh (7) month utilising the three- and six-month Moving Average method.	6	Level 4	CO4
Q. 4		Answer Any two from the following.			
		Assume you have joined a company as a sales manager for hydraulic products and services. This company was recently selected as an authorised distributor for Bosch India hydraulic products. As a distributor, your company must perform various Sales tasks, such as prospecting, promoting, preparing technical offers, negotiating and getting orders, executing orders, collecting payments, giving pre and post-sales services, and maintaining excellent customer relationships; your company will operate in Mumbai territory (including New			

		Mumbai).			
	a.	Choose suitable prospecting and qualifying techniques for the sales team of the above-mentioned company.	6	Level 3	CO3
	b.	Apply Churchill, Ford and Walker's model of Sales Force Motivation to develop an effective mix of motivational tools.	6	Level 3	CO3
	c.	In the above example, the next task is to assign salespeople to territories. Apply various criteria while assigning salespersons to territories.	6	Level 3	CO3
Q. 5		Answer Any two from the following.			
	a.	Explain the methods used for handling and overcoming sales objections.	6	Level 2	CO2
	b.	Illustrate Sales strategy and Sales tactics to achieve desired sales objective.	6	Level 2	CO2
	c.	Explain why Sales Management is considered an important function.	6	Level 2	CO2
Q. 6		Answer Any two from the following.			
	a.	What are the four basic types of organisational structures? Why is a sales career considered exciting, challenging and a route to the top position in an organisation?	6	Level 1	CO1
	b.	What are the factors influencing the Buyers Sellers Dyadic interactions?	6	Level 1	CO1
	c.	What are the various types of sales reports? Define the importance of the Monthly Sales report.	6	Level 1	CO1