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16/17MBAMM401

Fourth Semester MBA Degree Examination, June/July 2019

Sales Management

Time: 3 hrs.

Max. Marks:80

Note: 1. Answer any FOUR full questions from Q.No.1 to Q.No.7.**2. Question No. 8 is compulsory.**

- 1 a. What do you mean by sales management? (02 Marks)
 b. Explain the importance of sales management. (06 Marks)
 c. Describe the emerging trends in sales management. (08 Marks)
- 2 a. What do you mean by personal selling? (02 Marks)
 b. What are the skills required in successful selling? (06 Marks)
 c. What are the steps involved in sales process? (08 Marks)
- 3 a. Who is a prospect? (02 Marks)
 b. What do you mean by sales quota? Explain the types of sales quota. (06 Marks)
 c. Explain the methods used in training the sales forces. (08 Marks)
- 4 a. What do you mean by performance appraisal of sales forces? (02 Marks)
 b. Explain the process involved in motivating sales forces. (06 Marks)
 c. What do you mean by international marketing? What are the challenges in international sales management? (08 Marks)
- 5 a. What do you mean by Routing in sales management? (02 Marks)
 b. Discuss on the roles of a sales manager. (06 Marks)
 c. What are the driving forces on international marketing? Explain them. (08 Marks)
- 6 a. What is online trading? Give an example. (02 Marks)
 b. What are the ways to make internet selling safe? (06 Marks)
 c. What are the different types of electronic payment system available? Explain with relevant example. (08 Marks)
- 7 a. What are selling skills in sales management? (02 Marks)
 b. As a sales manager how will you handle customer objections in sales meet. (06 Marks)
 c. If you are a sales person, how will you make an effective sales presentation? Explain. (08 Marks)

8 **Compulsory:**

As a Manager of a team of six people at M/S Machine Tools and Company Mr. Shridhar, wears a worried look. Although he has a fairly good set of trained sales personnel under him, he seems to face a peculiar problem. Shridhar finds that each of sales team members seems to take a higher number of calls in closing a deal than what one would normally expect. Mr. Shridhar feels that his sales teams are taking too long in coming to the point during a call. A more concise way of presenting product benefits would not only shorten the selling process but also save valuable time for both the buyer and his team members. Moreover, this would have a lasting impression in the buyer's mind about the benefits the company's products have to offer.

Issue for discussion:

- a. How would you help Mr. Shridhar and sales team members in solving this problem? (08 Marks)
- b. What type of training is required in the above context? Analyze. (08 Marks)

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