

# CBCS SCHEME

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16MBAMM401

Fourth Semester MBA Degree Examination, June/July 2018

## 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 is sales management? (02 Marks)  
b. Explain personal selling. (06 Marks)  
c. Discuss the emerging trends in sales management. (08 Marks)
- 2 a. "Selling skills are vital for sales personnel and happens to be a sum total of crucial skills". Explain. (02 Marks)  
b. Describe the theory of diffusion. (06 Marks)  
c. Explain the "communication process" in detail. (08 Marks)
- 3 a. Enlist the types of sales quota. (02 Marks)  
b. Give insights about "sale force recruitment". (06 Marks)  
c. Elaborate on training process for sales personnel. (08 Marks)
- 4 a. What do you mean by compensation? What are its types? (02 Marks)  
b. On what criterias do we measure the performance of a sales personnel? (06 Marks)  
c. Explain the sales process in detail. (08 Marks)
- 5 a. What are the sales presentation methods? (02 Marks)  
b. Explain in detail the trial close in sales process. (06 Marks)  
c. Give an account of international sales management. (08 Marks)
- 6 a. Explain the concept of scheduling. (02 Marks)  
b. What is a role of sales manager? (06 Marks)  
c. Elaborate on the functions of sales manager. (08 Marks)
- 7 a. Explain the role of a sales executive. (02 Marks)  
b. What are the various types of sales manager? (06 Marks)  
c. Explain in detail the electronic payment systems. (08 Marks)
- 8 **CASE STUDY: (compulsory)**

Hyundai humbles Japanese rivals with record Q3:

Hyundai Motor Co. beat the forecasts with a record quarterly profit as government incentives fuelled strong sales of its cheap, fuel-efficient models setting the bar impossibly high for its struggling Japanese rivals.

Hyundai's strong results its second record quarter profit in a row and more than triple the year ago figure comes as the global industry struggles to emerges from its worst ever downturn.

Honda Motor Co. is the only major Japanese car maker expected to post an operating profit in the fiscal first half, the Nikkei business daily report on Thursday.

But Hyundai has taken advantage of the turmoil ramping up its marketing spend to gain market share and overtaking Ford Motors Co. to become the world's fourth-largest automaker by sales in the first half of this year when combined with affiliate Kia Motor Corp. "These are amazing earnings" said Kazutaka Oshima, CEO at Rakuten investment management in Tokyo. The figures reflect Hyundai's increased share in Chinese and North American markets and that a threat to Japanese Auto makers.

But Hyundai warned a firmer won, rising oil prices and higher interest rates might hit earnings in the months ahead and its shares were little moved, after a 50 percent surge in the third quarter.

Third quarter earnings came very strong and fourth quarter could be also excellent thanks to the new model launch but momentum is likely to slow next year, said Choi Jong Hyeok, a fund manager at Midas Asset Management. It will be difficult to beat this year.

Hyundai's genesis sedan and revamped sonata have proved popular, while earlier schemes offering vs buyers the chance to return to new cars if they lost their job or to fix in fuel prices for a year also won admirers.

Hyundai's rivals in Japan are also struggling to cope with a weak dollar and their reliance on United States and their home market both of which are struggling with weakest demand in decades.

Results from third quarter reporting season in Europe have largely met expectations thanks to government incentives boosting sales, but shares have struggled on concerns about next year.

Third quarter results from Fiat on Wednesday met expectations but the Italian Carmaker's shares gave back recent gains dropping over 6%, while analysis says PSA Peugeot-Citroen's failure to shore up production ahead of what could be a breaker 2010 caused 2010 it shows to slide 6%.

- a. Comment on the sales situation of company. (04 Marks)
- b. Present a comparative analysis of competitors of Hyundai. (04 Marks)
- c. Devise a sales strategy plan to ensure dominance of Japanese cars across the world. (08 Marks)

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