

C 3421

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Name.....

Reg. No.....

**FOURTH SEMESTER M.B.A. DEGREE (REGULAR/SUPPLEMENTARY)  
EXAMINATION, JULY 2021**

(CUCSS)

M.B.A.

BUS 4EM 05—SALES MANAGEMENT

Time : Three Hours

Maximum : 36 Weightage

**Part A***Answer all questions.**Each question carries 1 weightage.*

1. What are the purposes of a Sales Organization ?
2. What do you mean by Salesforce Induction ?
3. What do you mean by Training Aids ?
4. What is Sales Quota ?
5. What is the relevance of a Sales Budget ?
6. What is Sales Control ?

(6 × 1 = 6 weightage)

**Part B***Answer any four questions.**Each question carries 3 weightage.*

7. Differentiate selling from marketing.
8. Describe the scope of Sales Management.
9. Elaborate on how salespersons' screening is carried out in organizations.
10. Discuss the requirements of a good sales compensation plan.
11. Explain the contents of a Sales Budget.
12. Describe the benefits of a Sales Audit.

(4 × 3 = 12 weightage)

**Turn over**

**Part C**

*Answer any **three** questions.  
Each question carries 4 weightage.*

13. Explain the various types of Sales Training Methods.
14. Describe the Buying Formula Theory.
15. Elaborate on the procedures for setting sales quotas.
16. Discuss the process of Marketing Cost Analysis.
17. Explain the various types of Performance Evaluation methods for salesmen.

(3 × 4 = 12 weightage)

**Part D (Compulsory Question)**

18. Case :

Clickton is one of the leading automobile manufacturers in India. The company has 10 manufacturing plants across the country and it has employed over 20000 workers across its various plants. As the company believes in a sales driven approach, the employees of every functional departments are given sales orientation training on a regular basis. For the sales and marketing department, the training is conducted for a month and for all the other departments, it is conducted for around 15 days every year. Moreover, the company has established three well-equipped training centres where in three star facilities for food and accommodation are also provided during the training period.

The training programme is considered as an opportunity to get together and enjoy by many employees from other functional departments. Besides, most of the senior managers of the sales and marketing division, who are at the helm of the training programme have a feeling that it is not useful to train the employees from other functional departments. They feel that the Company is wasting valuable resources especially in terms of time and money by doing so. In addition to this, there has been rising concerns that the training adds no value to the Company's activities. Taking all these factors into account, the top management is considering the revamping of the entire sales training programme.

Questions:

1. Do you think that the training expenses are justifiable as the company has a sales driven approach ?
2. Is there a need to train all the employees on the sales function ? Justify your answer.
3. Design a new system for training the employees at Clickton.

(1 × 6 = 6 weightage)