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Name.....

Reg. No.....

FOURTH SEMESTER M.B.A. DEGREE EXAMINATION, JUNE 2020

(CUCSS)

M.B.A.

BUS 4E M05—SALES MANAGEMENT

(2016 Admission onwards)

Time : Three Hours

Maximum : 36 Weightage

Part A

Write short notes on all the questions.

Each question carries 1 weightage.

1. Lead in prospecting.
2. Sales force placement.
3. AIDA.
4. Sales meetings.
5. Sales control.
6. Marketing cost analysis.

(6 × 1 = 6 weightage)

Part B

Answer any four questions.

Each question carries 3 weightage.

7. Discuss the importance of sales management to organisations.
8. Differentiate between recruitment and selection of sales force.
9. Why induction of sales force is important ? Explain.
10. Write a note on Right set of circumstances theory.
11. Discuss the types of sales quota.
12. Write a note on sales audit and its importance.

(4 × 3 = 12 weightage)

Turn over

Part C

Answer any three questions.

Each question carries 4 weightage.

13. What are the qualities of salesman ? Explain with respect to FMGG and consumer durables.
14. Explain any three training programmes aimed at the sales force.
15. Discuss the methods of motivating sales force.
16. How would you prepare the workload of sales force? Explain.
17. Do you think sales performance standards are needed? Explain its relevance.

(3 × 4 = 12 weightage)

Part D (Compulsory question)

18. Case analysis :

ABC Company which is manufacturing bricks of high quality found in their sales meetings the following as reasons for low sales force morale :

- Lame sales meetings with poor coaching
- Limited sales training programs
- Lack of discipline
- Not making enough sales calls with team members
- Inadequate metrics or pipeline insights
- No sales formula
- Lack of focus on fun and culture
- Inconsistent recruiting

As a sales management consultant, explain how you will overcome this ?

(6 weightage)