

C 23484

(Pages : 2)

Name.....

Reg. No.....

**FOURTH SEMESTER M.B.A. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, JULY 2022**

(CUCSS)

M.B.A.

BUS 4E M05—SALES MANAGEMENT

(2016 Scheme)

Time : Three Hours

Maximum : 36 Weightage

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

1. What do you mean by Vertical Sales Organisation ?
2. What is Sales Job Description ?
3. What do you mean by AIDA ?
4. What are Sales Contests ?
5. What is the relevance of setting standards of performance for the salesmen ?
6. What are the elements of Sales Analysis ?

(6 × 1 = 6 weightage)

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

7. Describe the importance of Sales Management.
8. Elaborate on the process of interviewing the salespersons.
9. Explain the Training Contents required for the salesmen training programme.
10. Elaborate on how salespersons can be motivated successfully.
11. Discuss the types of Compensation Plans.
12. Differentiate between Performance Appraisal and Potential Evaluation.

(4 × 3 = 12 weightage)

Turn over

Part C

*Answer any **three** questions.*

Each question carries 4 weightage.

13. Discuss the process of designing a sales training programme.
14. Explain the Right Set of Circumstances theory.
15. Describe the steps in designing the salesmen compensation plan
16. Elaborate on the various types of Sales Quotas.
17. Discuss the staging of Sales Meetings.

(3 × 4 = 12 weightage)

Part D (Compulsory Question)

18. Case :

Kamtech is a mobile service provider in Kerala with a large distribution network across the state. The sales teams are divided into clusters and the major business is done by the Cochin cluster. The Cochin Cluster has a cluster head along with three Area Sales Managers. Under each Sales Manager, there are around 20 sales executives. Moreover, there are strict geographical area bifurcations for the sales team. Recently it has come to the notice of the management that a large number of arguments have started cropping up between the sales executives because there have been instances of one sales team entering into the territory of other sales teams and trying to lure away the potential clients of the other sales teams. Sometimes, these arguments have even resulted in fistfights paving the way for damaging the reputation of the firm. Nevertheless, the management has noticed that the sales managers internally promote crossing over into other territories and these unhealthy competitions have started affecting the Company's overall sales and profitability.

Questions :

1. What is your opinion regarding territorial bifurcation for managing sales ?
2. Do you think that the sales managers are justified in their actions ?
3. If you are the cluster manager facing such unhealthy competitions, how would you overcome this situation ?

(1 × 6 = 6 weightage)