

C 43473

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Name.....

Reg. No.....

**FOURTH SEMESTER M.B.A. DEGREE EXAMINATION
JULY 2023**

(CUCSS)

M.B.A.

BUS4EM05—SALES MANAGEMENT

(2016 Scheme)

Time : Three Hours

Maximum : 36 Weightage

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

1. Why is the sales function required for an organization ?
2. What do you mean by Sales Job Analysis ?
3. What is a Sales Territory ?
4. What are the objectives of conducting Sales Meetings ?
5. What is Sales Audit ?
6. What are the limitations of Sales Quota ?

(6 × 1 = 6 weightage)

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

7. Describe the objectives of Sales Management.
8. Elaborate on the advantages of Sales Training Programmes.
9. Explain the qualities of a salesman.
10. Discuss the benefits of a good Compensation Plan.
11. Describe the purposes of a Sales Budget.
12. Explain how the Training Programmes for the salesmen are evaluated in an organisation.

(4 × 3 = 12 weightage)

Turn over

Part C

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

13. Differentiate between Recruitment and Selection of salespersons.
14. Elaborate on the Behavioral Equation theory.
15. Explain the procedure for setting up of Sales Territories.
16. Discuss the process of administering Sales Quota.
17. Critically evaluate the relation of performance standards to personal objectives.

(3 × 4 = 12 weightage)

Part D

Compulsory question.

18. Case :

Ms. Surekha is the only female sales trainee at Stillock Express Ltd. There are five other sales trainees in the Company. The company has a one year probation period and after this period, most of the eligible candidates are posted at places close to their hometown as the Company has found that by doing so the employees tend to perform better by utilising their personal networks for their professional advantage. During the probation period, the Company also tries to identify the star performers and provide them with a better compensation plan.

Surekha is a very hardworking, committed and dedicated individual. She was pretty sure that during the probation period she would emerge as one of the star performers and she made sure that she scored well in all the performance parameters. However, there were numerous instances in the Company wherein the female employees' final performance was appraised incorrectly as most of the superiors were male and they generally had the view that male employees tend to perform better than their female counterparts. When the performance results were announced, she was shocked that she was ranked low on all parameters. She knew that she will have no future if she continued working there and so she has decided to resign from the Company.

Questions :

1. What is your opinion regarding the performance appraisal system of the Company ?
2. Do you think that Surekha's decision to quit abruptly is justifiable ? Why or why not ?
3. Elaborate on what can be done to prevent such situations being repeated in the future.

(1 × 6 = 6 weightage)