



23701544

QP CODE: 23701544

Reg No :

Name :

M.B.A. DEGREE EXAMINATION, NOVEMBER 2023

Third Semester

Faculty of Management Science

ELECTIVE - MB810301 - SALES MANAGEMENT

2019 Admission Onwards

12946301

Time: 3 Hours

Maximum Marks: 60

Part A

*Answer any **five** questions. Each question carries **2** marks.*

1. Write two objectives of personal selling for any service of your choice.
2. What is value-added selling?
3. What is approach stage in personal selling? Give an example.
4. Assume that you are trying to convince a customer to buy a residential apartment. Write two possible objections from the customer side.
5. Draft an email to the Secretary of Resident Association for fixing up a demonstration of an advanced water purifier of your company in a residential apartment complex.
6. What is profit-based sales quota?
7. What do you mean by routing and scheduling salesperson ?

(5×2 = 10 Marks)

Part B

*Answer any **five** questions. Each question carries **6** marks.*

8. Analyse sales as a core function of marketing by taking any consumer product of your choice.
9. Outline the key traits of a good sales manager.
10. "Salesmanship is persuasion applied to the sale of merchandise of services". Elucidate the statement.





11. Consider the annual consumer exhibition organised by a reputed media group in your State. How can you analyse the role of body language of a sales person in such an exhibition?
12. Consider an educational fair known to you. Can you analyse the role of managing self, effective dressing and positive attitude for a representative in such an educational fair?
13. What functions do sales quotas perform? Give an example.
14. Explain the workload approach to territory planning, outlining its major shortcomings.

(5×6 = 30 Marks)

Part C

*Answer any **two** questions. Each question carries **10** marks.*

Question number 17 is compulsory .

15. How do factors like nature of the product, profile of the target market and company resources affect the sales job? Explain by taking the examples of the following selling situations:
 - (a) Selling of a consumer durable product
 - (b) Selling of an industrial product
16. How are sales volume quotas set? If you were assigning sales quotas to your salesmen selling fertilizers in the rural markets, what are the attributes of a sales quota plan that you need to keep in mind?

Compulsory Question

17. Consider a rural market. You are expected to demonstrate a nutrition drink specially formulated for the Covid survivors by your company to the Community Groups. The company has fixed a reasonable price for making it affordable to the general public. Develop a plan for your sales presentation and demonstration. What possible objections you face in the process?

(2×10 = 20 Marks)

