

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.)–201306

POST GRADUATE DIPLOMA IN MANAGEMENT (2020-22)
MID TERM EXAMINATIONS (TERM -IV)
Academic Session- 2021-22

Subject Name : **Sales & Distribution Management**
Sub. Code: **PGM-02**

Time: 01.30 hrs
Max Marks: 20

Note:

- 1. Writing anything except Roll Number on question paper will be deemed as an act of indulging in unfair means and action shall be taken as per rules.**
- 2. All questions are compulsory in Section A, B & C. Section A carries 1 Case Study of 8 marks. Section B carries 3 questions of 2 marks each and Section C carries 2 questions of 3 marks each.**

SECTION– A

04+04 = 08 Marks

Q. 1: Case Study: Ed-Tech Selling

From an estimated size of \$700 million today, the EdTech market (that includes higher education, professional skilling courses and of course the primary education) is headed for 8x to 10x growth in next 60 months (5-years). There are over 4,530 active EdTech start-ups in India today, out of which 435 were founded in the last 24-months alone. The total funding raised by these EdTech firms since 2010 stands at \$2.46 billion. These EdTech players are offering a whole host of Apps for all age-groups of students. The more students and teachers adapt to the ‘new normal’ (online classes), the better it is for those managing the EdTech companies. Add to it the positive influence of the recently announced National Education Policy (NEP 2020).

Most players amped up their sales and marketing spends to draw in more students, the unit economics are still attractive. Plus, the target market is huge, and largely untapped. A concerted push on the sales and marketing front is also important, because edtech’s high ticket prices mean that customer’s need “hand holding” shared by upGrad’s Mohan. He further shared “In India, if you want to sell at a high Average Revenue Per User (ARPU), it needs to be an assisted purchase, which leads to continuous follow-ups. When you’re building for scale and managing large teams, discipline and processes need to be set.” However, Toppr’s chief operating officer Prabhdeep Bedi differs. “There’s no reason for hard-sell if your product is good. Parents are not going to buy a product because some sales guys instilled in them the fear of missing out in a two-hour demo session. In the short term you might get users, but edtech is ultimately built on referrals. If users like your product, they will talk to others about it.” According to AdWeek, 81% of customers perform online research before buying. When buyers have the ability to find your website and get the information they are looking for, they are one step closer to connecting with you.

Today’s EdTech buying process requires decision makers to ask, “Will the product achieve what the company promises for my school?” When it comes to solving problems in schools, ‘context’ is an important factor upon which product evaluations are based.

Selling educational products into the Pre K-12 market can be a daunting challenge. The edtech market is crowded, competitive and fragmented. There are numerous vendors, platforms and solutions vying for the brain space of IT decision makers. Ed-tech sales cycle is long, personal and networked. Crafting the perfect marketing and sales strategy begins with due diligence and an overall grasp of the Pre K-12 education market. It’s very important in EduTech Sales that organization should align sales process to the Buyer’s Journey. Creating a reliable sales process is

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probably a big strength as a skilled sales executive. It’s critical to match your actions with those of your leads when getting through the sales process.

(A) “Treat your customers like gold. Fostering positive customer relationships remains a key aspect of any sales journey”. Justify this statement answer in view of Eductech Selling.

(B) Describe the action steps that can strengthen the phases of the sales process for the educational products in India?

SECTION– B

02×03 = 06 Marks

Q. 2: What are major differences between selling and marketing? Explain with activities and examples?

Q. 3: What training methods are most effective for new and fresher sales executive?

Q. 4: Explain workload method to calculate the Nos. of Salesperson needed in salesforce?

SECTION– C

03×02 = 06 Marks

Q.5 Describe how companies use social media as a selling tool? Give the suitable example of organization which is using extensively social media to acquire and engaging the customer?

Q. 6 As a sales manager suggest a prospecting strategy for Fab hotels operating for your allocated territory of Delhi NCR. Make suitable assumptions, if needed.

Mapping of Questions with Course Learning Outcome

COs	Question Number(s)	Total Marks Allocated to the CO
CO1	Q2, Q3,Q4	
CO2	Q5, Q6	
CO3		
CO4	Q1A, Q1B	

Note: Font: Times New Roman, Font size: 12.