Roll No…………

GL BAJAJ
Institute of Management & Research, PGDM Institute
FIND YOUR SPARK
GREATER NOIDA (Approved by A.I.C.T.E., Ministry of HRD, Govt. of India)

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) –201306
POST GRADUATE DIPLOMA IN MANAGEMENT (2021-23)
END TERM EXAMINATION (TERM -III)

Subject Name: Sales Management	Time: **02.30 hrs**
Sub. Code: PGM31	Max Marks: **40**

Note:
All questions are compulsory. Section A carries 5 marks: 5 questions of 1 marks each, Section B carries 21 marks having 3 questions (with internal choice question in each) of 7 marks each and Section C carries 14 marks one Case Study having 2 questions of 7 marks each.

SECTION - A

Attempt all questions. All questions are compulsory.   **1×5 = 5 Marks**

Q. 1 (A): Describe the Role of Sales Force Automation in managing Sales through marketing intermediaries.

Q. 1 (B): Explain the skills required for making successful sales call.

Q. 1 (C): Enumerate process of Missionary Sales.

Q. 1 (D): Describe the role of Non-verbal communication in selling process

Q. 1 (E): "Sales managers have social and ethical responsibilities". Justify this statement.
(CO3)

SECTION - B

All questions are compulsory (Each question have an internal choice. Attempt any one (either A or B) from the internal choice)   **7 x 3 = 21 Marks**

Q. 2: (A). Describe the methods used for handling buyers 'objections. How would you handle if a buyer feels that price of your refrigerator or air-conditioner is high and he can't afford it?

or

Q. 2: (B) Need-Satisfaction method of sales presentation is effective with the use of FAB approach. Identify FAB for the following product and services:
1) A passenger car brand. 2) A life insurance policy
(CO1)

Q. 3: (A) A company wants to control its sales force performance on both selling and non-selling activities. The major factors contributing to the selling performance are the sales volume (in rupees) and averages number of sales calls per day. The major non-selling factor is the payment collection from the customers. Design a suitable quota (target) system and show it with an example. You may make suitable assumptions, if needed.

or

Q. 3: (B) Assume you are a branch sales manager of a company which has recently introduced a sales target quota (target) system that is linked to the incentive scheme for the sales executive. However, the sale executives have complained about the frequent short supply of some products which have affected their quarterly incentives payments. As sales manager what would you do?

(CO2)

Q. 4: (A). What are various kind and shapes of sales territories? Explain with suitable example of Automobile 2-wheller Company.

or

Q. 4: (B) Explain the role and effectiveness of Routing, Scheduling and time management with examples of FMCG Products
(CO3)

SECTION - C

Read the case and answer the questions   **7×02 = 14 Marks**
Q. 5: Case Study: Sales Process at Sapna Building

Mr. Tiwari, a successful commercial real estate developer in Noida, started his Business in 2000 in the Delhi NCR. In April 2003, his firm-"Sapna Building" expanded their operations to Gurgaon, where they acquired two large properties and developed successfully. Sapna Building is a real estate development firm that purchases prime real estate in large cities, upgrades and repositions those buildings, and then sells spaces within the building to large, prestigious companies in the area. Even though Sapna Building is growing, Tiwari couldn't help but wonder if there is a more effective way to manage their sales process and sales force. Currently, "managing" the sales process is done through a mixture of loose notes, spreadsheets and inefficient meetings.

Mr. Tiwari is also concerned with the communication (or lack thereof) that is taking place between his sales team and the clients. His team should be staying on top of these types of things, shouldn't they? After all, who knows how many customers have been neglected and lost? Finally, what about the lag time when a sales person is waiting to hear back from a client? Should that be managed differently? Something within this process needs to change quickly if Sapna Building is to achieve its target sales. Mr. Tiwari believes he could develop a better way to manage their sales process, which would benefit not only the sales force but the customers as well.

Sapna Buildings Sales Process:

In Lead capture, Sapna Building's sales managers need to qualify their prospects based on several criteria like financial means to purchase space, customer's current real estate etc. Currently, the sales managers at Sapna Building are forecasting their prospects based on a "feeling" that they have about a company and not on a due process of qualification.

The Sapna Building Group does have a website and information pertaining to its commercial buildings, along with contact information for the sales group but very rarely customer contacts the sales team with inquiry. Mostly the sales team will have to make the initial contact with possible customers. Cold calls are usually the first means of contact. Following it up lead is crucial part where Sapna Building's are losing most of leads due to lack of priority and right methods.

The first sales presentations for Sapna Building focus on the benefits of owning versus renting office space, and other questions. Leaving decisions unmade by customer during this step can cause undue stress to the sales team and can drag out the process longer than necessary. The expectation is that this presentation will result in customers touring the facility. When discussing the features of a product or service, sales person use the opportunity to obtain valuable information to identify what might be blocking the customer from buying, so that a good offer may be written in a proposal. During this time, the sales manager must be able to empathize with the situation the company is currently in and listen to the objections of the contact with a sympathetic ear. Holding lengthy conversations about the needs of a specific customer can help to decide the best proposal to be sent.

Customers will often give sales managers cues that they are interested in purchasing which include questions about pricing, availability, and construction timelines. Sales managers should try not to leave these conversations open ended. They should focus on getting a commitment before they leave.

Mr. Tiwari wonders how the sales process could be managed more effectively. This difficult task involves the constant loading of new contacts, the qualifying of contacts and their priorities, and troubleshooting any problems as they arise. The sales team has been trying to manage too much at once. They seem to be in need of additional support staff to assist them with duties, such as call backs and the sending of paperwork and other time-sensitive materials to their clients. Sapna building's sales people are mixing their leads and opportunities with no real recognition of which one has priority over another. This has caused problems when time was an issue and the leads with priority could not be easily identified

Questions:

Q. 5: (A). Identify the problems with current sales process at Sapna Building?
Q. 5: (B). What are the important elements needed to manage a successful sales process with the help of technology? What adjustments can be made in current sales process in order to make it more efficient?

(CO4)

Mapping of Questions with Course Learning Outcome

Question Number	COs	Bloom's taxonomy level	Marks Allocated
Q. 1:	**CO3**		**5 marks**
Q. 2:	**CO1**		**7 marks**
Q. 3:	**CO2**		**7 marks**
Q. 4:	**CO3**		**7 marks**
Q. 5:	**CO4**		**14 marks**