

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

POST GRADUATE DIPLOMA IN MANAGEMENT (2022-24)
END TERM EXAMINATION (TERM -III)

Subject Name: Sales Management

Time: 02.00 hrs

Sub. Code: PGM31

Max Marks: 40

Note:

All questions are compulsory. Section A carries 5 marks: 5 questions of 1 mark each, 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.

Kindly write the all the course outcomes as per your TLEP in the box given below:

- CO1-** Understand theoretical and conceptual sales models and role of sales processes in organizations.
CO2- **Appraising** the significant responsibilities of sales manager and his/ her role in recruiting, motivating, managing and leading sales team.
CO3- To apply the sales management principles and key selling skills in simulated sales situations.
CO4- Demonstrate practical and analytical skills with use of information communication technology to enhance the sales force productivity and sales performance.

SECTION - A

Attempt all questions. All questions are compulsory.

1×5 = 5 Marks

Questions	CO	Bloom's Level
Q. 1: (A). How is relationship selling different from transaction-oriented selling? Give examples. Q. 1: (B). How do salespeople discover and understand a prospect's needs? Q. 1: (C). What is the difference in between the Top-Down & Bottom-Up approaches in Sales Forecasting? Explain briefly. Q. 1: (D). List various type of Sales Force Automation Module & their functions. Q. 1: (E). Explain the importance of Induction and Socialization process for new sales executive in the team.	CO 1	Remember L1 Analyze L4 Understand L2

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

Questions	CO	Bloom's Level
Q. 2: (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 sales volume (in rupees) and average number of sales calls per day. The non-selling factor is payment collection from customers. Design a suitable sales quota(target) system and show it with an example. You may take suitable assumptions, if required. <p style="text-align: center;">Or</p> Q. 2: (B). Suppose you are faced with the following problems as a sales manager (a) Salespeople are not spending adequate time to develop new customers and (b) salespeople are selling profitable product less than non-profitable and easy-to-sell	CO 2	Create L6 Understand L2

<p>products to achieve their sales volume quotas. Suggest a compensation plan that can be used to solve these problems.</p> <p>Q. 3: (A). If you are a Sales Manager, how you will motivate a high performing salesperson, whose morale is down because he did not get an expected promotion as marketing executive, although he has been consistently exceeding his quotas(target) for the past four years. The main responsibilities of marketing executives are selling to few corporate customers and coaching some sales trainees on the job.</p> <p>Or</p> <p>Q. 3: (B). Assume that you are a Regional Sales Manager of Nutri health Snacks and You have been asked by your GM(Sales) to submit Sales Plan to increase the sales volume by 20% for next year. What would be your response?</p> <p>Q. 4: (A). Need-satisfaction method of sales presentation is effective with use of FAB approach. Identify a feature, an advantage, and a benefit for the following product and service to make sales presentation:</p> <ol style="list-style-type: none"> 1. An Airconditioner Brand 2. A PGDM Program 3. An Insurance Policy <p style="text-align: center;">Or</p> <p>Q. 4: (B). What are lead generations methods and lead management processes for financial services products like Mutual Fund, Insurance? Apply SPIN model in Sales Presentation realted to Investment Portfolio for customer who is Vice President in MNC?</p>	<p>CO 2</p> <p>CO 2</p> <p>CO 3</p> <p>CO 3</p>	<p>Evaluate L5</p> <p>Create L6 Analyze L4</p> <p>Apply L3 Underst and L2</p> <p>Remember L1</p>
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SECTION – C

Read the case and answer the questions

7×02 = 14 Marks

Questions	CO	Bloom's Level
<p>Q. 5: Case Study:</p> <p style="text-align: center;">Spinny- C2C Virtual Selling</p> <p>One third of India's used car market is C2C today and does not involve any middlemen. Organized dealers account for 15% of the total pie while semi-organized and unorganized dealers account for over 50%. However, over the past few years semi-organized and unorganized dealers have been losing share to organized players Spinny, which was started as a listing platform in mid-2017, had limited its presence to the Delhi-NCR region till 2019. The New Delhi-based start-up is present in nine large cities, with the addition of Mumbai, Chennai, Kolkatta and Ahmedabad in January. Till this expansion, Spinny was present only in New Delhi, Gurugram, Noida, Hyderabad and Pune, its founder and Chief Executive Officer Niraj Singh has said. Spinny has clocked an impressive 32% referral purchase rate. The up-and-coming brand aims to offer innovative, interactive, and convenient tech-enabled car-buying,</p>	<p>CO 4</p>	<p>Analyze L4 Apply L3</p>

<p>delivering a premium experience to customers. Spinny is focusing on a C2C model, acting as an intermediary for a hassle-free car buying providing warranty, paperwork and certification for cars.</p> <p>It makes money from a commission on the order value of old cars which is expected Rs 2-3 lakh.</p> <p>On an average, it sells 1,500 cars a month. The pandemic has also boosted demand for personal mobility and also old cars by around 25 per cent on a month-on-month basis. The pandemic has helped Spinny to emphasize quality and safety while going the extra mile for their customers.</p> <p>Digital sales, contactless buying, sanitized test drives and doorstep deliveries are vital during this time. It also offers free 5 day replacement and 3 month warranty to give additional comfort to the buyers.</p> <p>Used car platforms Spinny and Cars24 witnessed a search engine surge of traffic in September 2020 that is, respectively, six and four times more than usual in the period since January 2020.</p> <p>However, it is the pre-owned luxury car segment that has registered the most monumental surge.</p> <p>One of the major challenges while running a lead generation campaigns is to understand the buyer's persona and in the case of Spinny there were 2 personas to deal with, the buyers and the sellers.</p> <p>Targeting the right affinities didn't just mean more focused marketing efforts for bringing leads but it also helped in increasing the lead quality.</p> <p>Spinny allow consumers to access a large catalogue of used cars on the click of a button, book test drives and conclude the transactions seamlessly and digitally, while being confident that they know everything about the car they are buying. In a bid to keep setting industry standards in the used car buying experience, Spinny is gearing up to launch Spinny360, a detailed, inside-out 360° view of each of its cars. Spinny360 allows the buyers to view the interior and exterior of each vehicle in the inventory online exactly as it is, giving them a clear idea about its condition and helping them make an informed decision. Spinny ensure the safety of customers and employees. Therefore, they plan to keep operations and execution lean. As the situation across India returns to normal, they would evaluate venturing to newer cities as per the existing plans.</p> <p>Questions:</p> <p>Q. 5: (A). Analyze the key challenges and opportunities for the virtual selling process with information technology application for used car sales in Spinny.</p> <p>Q. 5: (B). What is the different method and USP of lead generation and lead management followed by closure by Spinny? Share the suggestions for increasing lead generations in virtual selling environment.</p>		
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Kindly fill the total marks allocated to each CO's in the table below:

COs	Marks Allocated
CO1	5 Marks
CO2	14 Marks
CO3	7 Marks
CO4	14 Marks

(Please ensure the conformity of the CO wise marks allocation as per your TLEP.)

Blooms Taxonomy Levels given below for your ready reference:

L1= Remembering

L2= Understanding

L3= Apply

L4= Analyze

L5= Evaluate

L6= Create