

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

POST GRADUATE DIPLOMA IN MANAGEMENT (2024-26)
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 12 marks: 6 questions of 2 marks each, Section B carries 18 marks having 3 questions (with internal choice question in each) of 6 marks each and Section C carries 10 marks one Case Study having 2 questions of 5 marks each.

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

S. No.	Course Outcomes (COs)	Bloom's Taxonomy Level
CO1	Define the core concepts of sales management, including its nature, scope, and evolution, and identify differences between selling and marketing.	Remembering (L1)
CO2	Explain the importance of sales organizations, their structure, and the role of sales managers, including their functions and responsibilities, in managing sales operations effectively.	Understanding (L2)
CO3	Develop targeted selling strategies and apply selling techniques, such as lead generation, stakeholder mapping, and SPIN selling, to various sales scenarios.	Applying (L3)
CO4	Examine the components of sales force management, such as recruitment, training, performance evaluation, and territory design, to assess their impact on overall sales efficiency.	Analyzing (L4)
CO5	Critically evaluate the role of technology, including analytics, AI, and digital channels, in optimizing sales strategies and addressing emerging sales trends.	Evaluating (L5)
CO6	Design a comprehensive sales plan, integrating consultative selling strategies, motivation techniques, and ethical practices, while addressing contemporary challenges in the evolving sales environment.	Creating (L6)

SECTION - A

Attempt all questions. All questions are compulsory.

2×6 = 12 Marks

Questions	CO	Bloom's Level
Q. 1: (A). How does the integration of self-service platforms, powered by chatbots and AI, redefine the nature and scope of personal selling in comparison to traditional sales practices?	CO1	
Q. 1: (B). How does the evolving role of storytelling in modern selling practices influence the emotional connection between buyers and the broader concept of sales management?	CO1	
Q. 1: (C). In the context of sales management, how can the principles of "Need Satisfaction Selling" be applied to a fintech company that provides personalized investment solutions.	CO1	
Q. 1: (D). How do the evolving trends in sales management, particularly in remote and hybrid sales teams, impact the structure of sales organizations.	CO2	
Q. 1: (E). In the light of sustainability and conscious consumerism, how can sales organizations adapt their structures and functions to address the shifting buying motives of modern consumers, and what role do sales managers play in this process?	CO2	
Q. 1: (F). How do sales managers oversee the integration of omni-channel customer		

behaviour into traditional sales operations, and how does this shift impact the effectiveness of the sales funnel? (Three questions each from CO1 & CO2)	CO2	
<u>SECTION – B</u>		
All questions are compulsory (Each question has an internal choice. Attempt anyone (either A or B) from the internal choice) 6 x 3 = 18 Marks		
Questions	CO	Bloom's Level
Q. 2: (A). Imagine you are managing sales for a premium organic skincare brand expanding internationally. Propose a selling strategy using stakeholder mapping and persona creation.	CO3	
Or Q. 2: (B). Discuss the relevance of cold calling and introductory emails in a digitally fatigued market where decision-makers are bombarded with marketing messages daily.	CO3	
Q. 3: (A). How can the consultative SPIN selling approach be effectively applied in a sales context where a tech startup is introducing AI-driven analytics software to traditional manufacturing companies, and what makes this method particularly effective in addressing the specific needs of such companies?	CO4	
Or Q. 3: (B). Design a lead generation strategy with a routing and scheduling plan for a sales force working in a large rural geography to promote electric tractors to farmers.	CO4	
Q. 4: (A). Explain how a sales forecasting model using AI and big data analytics can optimize sales efforts in the FMCG.	CO5	
Or Q. 4: (B). Design a compensation plan for a remote, gig-based sales force promoting a new e-commerce platform, incorporating AI and big data analytics for motivation tracking and performance optimization.	CO5	
<u>SECTION - C</u>		
Read the case and answer the questions 5×02 = 10 Marks		
Questions	CO	Bloom's Level
Q. 5: Case Study: Campa Cola's Re-Entry into the Indian Beverage Market Background: In 2025, Campa Cola made a significant return to the Indian beverage market, having once been a dominant player in the 1970s and 1980s. The brand, which had faded from prominence due to fierce competition from global giants like Coca-Cola and Pepsi, was revived following its acquisition by Reliance Industries in 2022. With a refreshed marketing approach and innovative product offerings, Campa Cola sought to recapture its former glory and expand its presence in the evolving market. Key strategies for Campa Cola's re-entry included targeting Tier-2 and Tier-3 cities, where the brand had historical resonance, and utilizing a mix of traditional sales channels and digital platforms to reach a broader audience. The company also invested heavily in sales force optimization, enhancing training programs to align with modern techniques and equipping its workforce with digital tools for effective customer engagement. In terms of brand positioning, Campa Cola leveraged its nostalgic appeal while introducing healthier product variants such as sugar-free and fruit-infused beverages to cater to a growing health-conscious segment. Additionally, the company		

<p>utilized digital platforms, social media, and influencer partnerships to engage with younger, tech-savvy consumers and create buzz around the brand.</p> <p>Despite these innovative strategies, Campa Cola faced significant challenges, including intense competition from entrenched market leaders and the complexities of managing operations across diverse consumer segments. The company's efforts to establish itself as a youthful, fun, and healthy alternative in the soft drink market were tested by the deep-rooted presence of Coca-Cola and Pepsi, requiring a sustained commitment to adapt and evolve in an ever-changing marketplace.</p> <p>Questions:</p> <p>Q. 5: (A). Discuss the significance of Vendor Management Systems (VMS) and Human Resource Management Systems (HMS) for Campa Cola. How can these systems be integrated into a comprehensive sales plan to improve coordination, control over the supply chain, and market reach while maintaining ethical practices?</p> <p>Q. 5: (B). With the rise of online shopping, digital advertisements, and social media engagement, discuss the challenges and opportunities that Campa Cola might encounter with technology. How can these be addressed in a comprehensive sales plan to enhance engagement, optimize motivation, and adapt to the evolving market?</p> <p>(Entire Sec C to be assigned one CO. Both questions corresponding to the same CO6)</p>	<p>CO6</p> <p>CO6</p>	
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Kindly fill the total marks allocated to each CO's in the table below:

COs	Question No.	Marks Allocated
CO1	Q1 A,B,C	6
CO2	Q1 D,E,F	6
CO3	Q2 (A/B)	6
CO4	Q3 (A/B)	6
CO5	Q4 (A/B)	6
CO6	Q5 A&B	10

(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