

**K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH,**

**Vidyavihar, Mumbai- 400077**

**Program: PGDM – Executive (Batch 2018-19), Tri-II**

**Subject: Business Development**

**(End Term Examination)**

**Maximum Marks: 50**

**Duration: 3 Hours**

**Date: 12/03/2019**

**Instructions**

1. Question 6 is Compulsory. Attempt any 4 questions from Q 1 to Q 5.
2. Use of Personal Case booklet is ALLOWED as reference material.
3. Books / Other study material NOT ALLOWED.
4. Sharing of any reference material with fellow students NOT ALLOWED
5. Use of examples, flow charts, tables etc. is recommended wherever applicable.

**QUESTION 1** **(10 marks)**

Explain the different buyer roles which a seller needs to understand for a company buying Group Health Insurance. What would be the difference in focus by the seller in different buying situations in this case? **(10 Marks)**

**QUESTION 2** **(10 marks)**

Write a note on Selling Skills. Which selling skills would you focus strongly in B2B Context vis. a vis. B2C context? Give suitable justifications/ examples to support your stance.

**QUESTION 3** **(10 marks)**

What are the different types of Channel Conflicts? What are the reasons for the conflicts? How these conflicts can be managed?

**QUESTION 4** **10 marks)**

Discuss the evolution of Personal Selling. Give an example to explain the difference between Consultative Selling and Business Management. Also, how the different Sales Eras could be significant in the evolution of Personal Selling? **(10 Marks)**

**QUESTION 5** **(10 marks)**

What would a SWOT analysis of Moonka Auto reveal about strengths, weaknesses, opportunities and threats? What he must do to find good salespeople on an urgent basis? What will be the consequences of his decisions in case he wants to wrap up and close the new dealership? How can he bounce back and reorganize his business interests after closing the new dealership? **(10 Marks)**

**QUESTION 6** **(10 marks)**

**a)** Explain the difference between a Key Account and a Large Account. **(5 Marks )**

**b)**

- 1) Inconvenient location of your shop is a sales ..... (obstacle/objection)  
**(1 Mark)**
- 2) Maintenance, Operation and Repair items fall into this category.....  
(Straight Rebuy/ Modified Rebuy/ New Task) **(1 Mark)**
- 3) Favorable points of Difference does not answer the customer question – Why should our firm purchase your offering? – True / False **(1 Mark)**
- 4) Ability to elicit compliance from others because they like you is called ..... Power **(1 Mark)**
- 5) Networking within customers to find new leads is the not the quality of a Farmer– True / False **(1 Mark)**

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