

K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH,
Vidyavihar, Mumbai- 400077
Program: PGDM – Executive (Batch 2017-18), Tri-II
Subject: Business Development
(End Term Examination)

Maximum Marks: 50

Duration: 3 Hours

Date: 20th March 2018

Instructions

- 1. Attempt any 3 questions from Q 2 to Q 5. Question 1 & 6 are Compulsory**
- 2. Use of Personal Case Copies is ALLOWED as reference material.**
- 3. Sharing of any reference material with fellow students NOT ALLOWED**
- 4. Use of examples, flow charts, tables etc. is recommended wherever applicable.**

QUESTION 1 **(10 marks)**

Customers often complain about loss of privacy by the intrusion of sales people in their lives. Suggest ten ways to counter such arguments by the people who feel that selling is intrusion.

QUESTION 2 **(10 marks)**

Discuss the decision making unit at a large hospital. How is understanding the decision making unit relevant to the sales strategy for Asclepius? What are the various Go-to-Market alternatives for Asclepius? What are their pros and cons and which model would you recommend? Based on the data provided in the case, how many sales people or resellers would Asclepius need to Break Even and effectively cover the market?

QUESTION 3 **(10 marks)**

- Explain the issue bothering Amit Kumar & why Sachin Mandore was not happy? What would you suggest Amit Kumar as well as Sachin Mandore so that they reach an amicable solution and results in a win-win situation for both.
- What other B2B product category you can envisage a Shoppe concept. What sales strategy would you choose to ensure that the shoppe doesn't become a name sake counter?

QUESTION 4 **10 marks)**

- Discuss the evolution of Sales in the way of different era as discussed in the article "Is your company stuck in 1890s? **(5 Marks)**
- Explain the different buyer roles which seller needs to understand for a company buying telecommunication system. **(5 Marks)**

QUESTION 5

(10 marks)

- a) What would a SWOT analysis of Moonka Auto reveal about strengths, weaknesses, opportunities and threats? **(5 Marks)**
- b) 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? **(5 Marks)**

QUESTION 6

(10 marks)

- 1) Favorable points of Difference answers the customer question – Why should our firm purchase your offering? – True / False
- 2) Networking within customers to find new leads is the quality of a Hunter – True / False
- 3) Jess Westerley was the assistant Sales Director at Kauflauf GmbH. – True / False
- 4) Humor is not one of the superior senses on which a successful business is built. True / False
- 5) Mountain View company was Ranked 2nd in the market share after Woodbridge Papers – True / False
- 6) Woodbridge papers manufactured and sold colored Paper packaging material directly to soup Manufacturers – True / False
- 7) Woodbridge Papers hadno of items in their portfolio- a) 140 b) 240 c) 540 d) None
- 8) Customers provide information, managers provide.....
- 9) Ability to elicit compliance because of technical expertise, either actual or reputed is called Power
- 10) Ability to elicit compliance from others because they like you is called Power

-----END OF PAPER -----