

<b>Trimester: January-April 2024 - Examination: End Term Examination</b>		
Program code: 01 Program: <b>MBA – Marketing- Minor</b>	Class: SY	<b>Trimester: VI</b> (SVU 2024)
Name of the Constituent College: <b>K. J. Somaiya Institute of Management</b>		Name of the department/Section/Centre: <b>Marketing Management &amp; International Business</b>
Course Code: 217P01M616	<b>Name of the Course:</b> B2B Marketing and Sales Management	

Maximum Marks: 50

Date: 28-03-24

Notes:

Answer any 5 Questions from Question 1 to Question 7.

Question No.		Max. Marks
Q1	Illustrate and explain the <b>Selling Skills</b> needed for Sales persons recruited with the Newly established 'Birla Opus Paints' Sales Team(Aditya Birla group's foray into the Paints business) that is planning to launch All India?  How will you design the <b>Sales targets</b> (Quotas)?	10
Q2	For the above, How can you <b>Motivate</b> the Sales Team to achieve their targets?	10
Q3	Assume that you have started your own venture of manufacturing Food products for daily consumption. You want to recruit a Sales team to appoint Distributors, retailers, and build a sustainable business model.  Discuss the <b>Recruitment &amp; Evaluation/Appraisal</b> strategy for the sales team.	10
Q4	Assume that you have joined as Sales Manager for a start up company in the Personal Care space selling Mass market shampoos in Re 1 & 2/- sachets and bottles.  What variables will you take into consideration when deciding <b>Sales territory design</b> ?	10
Q5	You are creating a start up in the consumer goods sector. Mention the category that you plan to enter. And explain the variables that you will consider in creating a <b>Strategic Sales Management program</b> . Consider the external environment, the internal environment, as well as a dovetailing of Sales Management functions and Marketing Strategy.	10
Q6	Your B2B Selling Firm is looking to adopt a <b>KAM(Key Account Manager)</b> concept to accelerate customer acquisition.  What type of strategy will you adopt? Explain with respect to the Buying Firms that will qualify for an upgrade to KAM status and how will you select KA managers?	10

Q7	Explain the 8 Stages in the case of the <b>Decision Making Process</b> for a Buying firm. Consider the context of a New Task purchase, with respect to B2B Markets.	10
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