

|  |
| --- |
| **Trimester: January-April 2025** **Examination: End Term Examination** |
| Program code: 01Program: **MBA – Marketing- Minor** | Class: SY/ **2023-25 Batch**  | **Trimester: VI** (SVU 2025) |
| Name of the Constituent College: **K. J. Somaiya Institute of Management** | Name of the department/Section/Centre: **Marketing Management & International Business** |
| Course Code: 217P01M637 | **Name of the Course: Sales Management & B2B Marketing** |

Maximum Marks: 50 Date: 03-04-25

Notes:

Answer any 5 Questions from Question 1 to Question 8.

|  |  |  |
| --- | --- | --- |
| **Question No.** |  |  **Max.****Marks** |
| Q1 | Illustrate and explain the **Selling Skills** needed for Sales persons recruited with the Newly established ‘Campa Cola’ Sales Team(Reliance Consumer’s foray into the Beverages business) that is planning to launch All India? How will you design the **Sales targets**(Quotas)?  | 10 |
| Q2  | For the above, How can you **Motivate** the Sales Team to achieve their targets, both financial and non financial?  | 10 |
| Q3 | Assume that you have started your own venture of manufacturing a range of impulse savoury chips/wafers for daily consumption. You want to recruit a Sales team to appoint Distributors, retailers, and build a sustainable business model.  Discuss the **Recruitment & Evaluation/Appraisal** 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 face care creams and face washes in Rs 50/- and 100/- price points. What variables will you take into consideration when deciding **Sales territory design**?  | 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 **Strategic Sales Management program**. 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 **KAM(Key Account Manager)** 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 **Decision Making Process** for a Buying firm. Consider the context of a New Task purchase, with respect to B2B Markets.  | 10 |
| Q8 | 1. What is **Performance Appraisal**? Why is it difficult to evaluate Salespeople in the organisation?
2. What are various criteria used for Performance Appraisal of Salespeople? Support your answer with relevant examples- Expand on Trait Based/Behaviour based frameworks as well as Biases that could creep into the process.
 | 10 |