

K.J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

MMM 2017-20 V Semester

Sub : Sales Management

Date : 18/11/2019

Marks 50.

Time 2 hrs.

Section 1: Multiple Choice Questions: _____ 1 Mark each – Total 15 Marks

1. Which of the option below **most appropriately** defines Sales?
 - a. Selling is bending the mind of the customer towards the product/service supply
 - b. Selling is volume oriented
 - c. Selling is meeting customers
 - d. Options a, b and c
 - e. Option a, b

2. Which of the option below **most appropriately** defines Marketing?
 - a. Marketing is the business of promoting and selling products or services
 - b. Marketing is the process of selling products and services of the company
 - c. Marketing is the process of promoting the organization in the market
 - d. Marketing is Identifying and satisfying the needs and wants of the customer profitably
 - e. Marketing is Advertising the products and services of the company in the market

3. Which of the following option is **NOT** part a type of Seller
 - a. Order Pushers
 - b. Order Takers
 - c. Order Creators
 - d. Order Getters
 - e. None of the above

4. Types of Personal Selling
 - a. B2B [Industrial] Selling
 - b. Retail Selling
 - c. Service Selling
 - d. All of the above
 - e. None of the above

5. Which of the following is **NOT** a part of the Personal Selling Process?
 - a. Advertising
 - b. Prospecting & Qualifying
 - c. Handling Objections
 - d. Closing
 - e. None of the above

6. Getting business from new customers is what type of selling
 - a. Hunting
 - b. Farming
 - c. Selling
 - d. Fielding
 - e. Sowing

7. Sales Demand Forecasting depends on
 - a. P- Price of the product
 - b. I- Consumer Income
 - c. T- Consumer preference
 - d. Price of other goods and services
 - e. All the above
 - f. None of the above

8. Sales Person's Knowledge Universe Consists of which of the following
 - a. Company's knowledge
 - b. Product knowledge
 - c. Competitors knowledge
 - d. Options a & b only
 - e. Options a & c only
 - f. Options a, b & c

9. Which of the following is an advantage of designing a sales territory?
 - a. Ensures better market coverage, effective utilization of the sales force, and efficient distribution of workload among salespeople
 - b. Helps evaluate the performance of salespeople
 - c. Controls over the direct and indirect cost of sales function
 - d. Optimum utilization of sales time by salespeople
 - e. All the above

10. Which of the following is **NOT** a type of Sales Quota?
- Sales Volume Quota
 - Sales Budget Quota
 - Sales Activity Quota
 - Combination Quota
 - Sales Forecast Quota
 - Sales Collection Quota
11. There is a process of orienting a new salesperson to the sales organization, territory, or division in which he or she will be working.
Which of the following is NOT a stage in new sales person induction?
- Anticipatory Stage
 - Encounter Stage
 - Settling Stage
 - Leaving stage
12. Training process involves which of the following steps?
- Training needs assessment
 - Design and conduct a training program
 - Evaluation of the training program
 - None of the above
 - All of the above
13. Which of the following is NOT a CONTENT Theory of Motivation?
- Maslow's Need hierarchy theory
 - Hertzberg's two factor theory
 - ABZ theory of William Ouchy
 - Alderfer's ERG theory
 - McGregor Theory X and Y
14. Which of the options is **NOT** part of setting up sales performance standards?
- Sales salary
 - Sales quota
 - Call frequency ratio
 - Calls per day
 - Average cost per call
 - Average order size
15. Which of the below option is generally the highest level of value selling
- Least cost selling
 - Aspirational selling
 - Emotional selling
 - International selling
 - None of the above

Section 2: General Questions: Answer any 5 of the 8 questions below 5 Marks Each – Total 25 Marks

1. Explain the difference between **Sales and Marketing** in a tabular form
2. What is Sales Management? Explain the key Concepts.
3. If you are given the role of Sales Manager of L&T Finance – card division. Which are the Qualitative and Quantitative methods you would use to do **Sales Forecasting**?
4. Post your MBA you get a job in a HDFC Bank for selling Financial Products to HNIs. How would you go about selling the same? Explain the **steps involved in selling**.
5. Assume that you are the Sales Manager in Yes Bank and you have a team of 10 sellers in your team. How would you go about motivating them using **Maslow's Hierarchy of needs** theory so that they are motivated to perform and achieve their annual quota?
6. You are the Sales Head of WIPRO. You are told that your sales team needs training in the latest technologies so that they can sell better. How would you go about **designing the training** program for your Sales team?
7. You are part of the Sales Team in Infosys and you and your colleagues are not happy with the compensation you get. What are the different **compensation plans** that you think the company can offer in order to motivate Sales Teams?
8. You have been told that your Sales Team's performance appraisals need to be done. Explain how would you go about doing an Outcome Based Performance Evaluation. What do you think are the pros and cons of Outcome Based **Performance Evaluation**?

Section 3: General Questions: Fill in the Blanks

2 Marks Each – Total 10 Marks

1. Sales Organization

Marketing Organization

2. Types of Personal Selling

3. Sales Management Process

4. SMART Concept of Selling

S _____

M _____

A _____

R _____

T _____

5. Three Stages of Socializing the Sales Person in the organization