

USN

Course Code 2 2 M B A M M 4 0 1

Fourth Semester MBA Degree Examinations, October/November 2025  
**SALES MANAGEMENT**

**Duration: 3 hrs**

**Max. Marks: 100**

**Note:** 1. Answer any FOUR full questions from Question No. 1 to 7.

2. Question No. 8 is compulsory

3. Missing data, if any, may be suitably assumed

<u>Q. No</u>	<u>Question</u>	<u>Marks</u>	<u>(RBTL:CO:PO)</u>
1	a. Define personal selling. Why is it important in today's market?	03	(2:1:1)
	b. Discuss the emerging trends in sales management.	07	(2:1:2)
	c. Explain the changing role of sales force and the impact of technology in sales management.	10	(4:1:5)
2.	a. List any three selling styles and explain them briefly.	03	(2:2:1)
	b. Describe the selling process with suitable examples	07	(2:2:2)
	c. Explain how to handle customer objections effectively. Discuss follow-up actions with examples.	10	(3:2:5)
3.	a. What is sales quota? Mention its two types.	03	(2:2:1)
	b. Explain the procedure for setting a sales quota.	07	(2:2:2)
	c. How do you design a sales territory? Explain with examples and rationale.	10	(4:2:4)
4.	a. Define sales force motivation. Why is it important?	03	(3:3:1)
	b. Describe the process of recruiting and selecting sales personnel.	07	(2:3:2)
	c. Explain the various methods to motivate the sales force. Support your answer with examples.	10	(3:3:5)
5.	a. Define sales compensation. What are its basic objectives?	03	(3:4:1)
	b. Discuss any three types of sales compensation plans.	07	(2:4:2)
	c. Evaluate the performance appraisal process used for salespeople with suitable methods.	10	(5:4:5)
6.	a. What is smart card payment? Mention one advantage and disadvantage.	03	(3:5:1)
	b. Explain the role of a sales manager and a salesperson in a multi-channel selling environment.	07	(2:5:3)
	c. Discuss the safety methods for internet selling. Recommend the best one for an Indian firm.	10	(5:5:5)

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| 7. | a. | Define team selling. How is it different from traditional selling?           | 03 | (3:1:1) |
|    | b. | Analyze the impact of CRM in managing sales force performance.               | 07 | (4:1:4) |
|    | c. | Create a motivational plan and quota setting strategy for a FMCG sales team. | 10 | (5:4:5) |

8. **Case Study**

Fresh Kart Pvt Ltd., a start-up dealing in organic groceries, expanded rapidly in Tier-1 cities. Initially, their sales were managed by a small field team. With growing demand, the company introduced CRM tools, digital selling platforms, and a performance-based compensation structure. However, they faced challenges such as employee turnover, ineffective quota setting, and low motivation.

They appointed a new Sales Manager to resolve these issues. The new manager planned to:

- Redesign sales territories.
- Introduce flexible quota systems.
- Train the sales team in online and offline sales.
- Improve digital payment safety to boost consumer trust.

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|----|--|----|---------|
| a. | Identify and discuss three major issues Fresh Kart Pvt Ltd. faced in sales management. | 05 | (4:1:2) |
| b. | As a sales consultant, how would you suggest motivating and retaining the sales force? | 05 | (3:3:5) |
| c. | Recommend safety features for online selling to gain customer confidence.              | 05 | (5:5:5) |
| d. | Evaluate the sales manager's strategies. Would you recommend any improvements?         | 05 | (5:4:4) |

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