

BALLARI INSTITUTE OF TECHNOLOGY & MANAGEMENT

(Autonomous Institute under Visvesvaraya Technological University, Belagavi)

USN Course Code

Fourth Semester Degree Examinations Sept/ Oct 2023

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. What is Sales Management?	03	(2 : 1 : 1)
	b. Explain designing a sales quota.	07	(3 : 2 : 1)
	c. What is personal selling? Explain the types of personal selling?	10	(2 : 4 : 1)
2.	a. What do you mean by objection handling?	03	(2 : 3 : 2)
	b. Describe the compensation plan for sales team.	07	(3 : 2 : 2)
	c. Classify the types of sales organization.	10	(3 : 1 : 2)
3.	a. What makes sales quota important?	03	(1 : 1 : 1)
	b. Illustrate the sales training programme.	07	(4 : 1 : 1)
	c. What are the sources of sales force recruitment? Explain with examples.	10	(4 : 2 : 1)
4.	a. What is sales territory?	03	(1 : 3 : 2)
	b. Compare online sales vs offline sales.	07	(3 : 5 : 2)
	c. Explain the advantages and disadvantages of sales job.	10	(3 : 4 : 2)
5.	a. What are the sales presentation methods?	03	(1 : 4 : 2)
	b. What are the advantages of internet advertising?	07	(3 : 4 : 2)
	c. Explain an account of international sales management.	10	(3 : 5 : 2)
6.	a. What is digital signature?	03	(1 : 5 : 2)
	b. What are ways to make internet trade safe?	07	(3 : 5 : 2)
	c. What are the different types of electronic payment systems? With relevant examples.	10	(3 : 4 : 2)
7.	a. What are the selling skills in sales management?	03	(1 : 4 : 1)
	b. What are the roles of sales manager/	07	(2 : 1 : 1)
	c. What are the factors affecting sales force motivation?	10	(4 : 5 : 1)

8.

Case Study (Compulsory)

Avenue Home décor is a start up in the interior decorative sector in India. The company intends to sell their products in South India and is working out its sales distribution strategy. The promoters have some inputs from another existing interior decorative company and is working to see they can use some of the information.

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| a. Design a sales force plan for a start-up firm. | 10 | (3 :3 :2) |
| b. Suggest some sales and distribution strategies. | 10 | (3 :3 :2) |

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MODEL QUESTION PAPER