

[This question paper contains 2 printed pages.]

**Sr. No. of Question Paper : 2577**

**Roll No.....**

Unique Paper Code : 101537

Name of the Course : Bachelor of Business Studies 2013

Name of the Paper : 504 (M-2) Personal Selling and Sales Force Management

Semester : V

Duration : 3 Hours

Maximum Marks : 75

**Instructions for Candidates**

1. Write your Roll No. on the top immediately on receipt of this question paper.
  2. Attempt **ALL** questions.
- 
1. (a) Today there is an increasing talk of the “new and critical role of a sales person.” In this context elaborate the various functions of a sales person. (6)
  - (b) What are the qualities desirable in a sales person to perform these functions successfully? (7)
- 
2. How would the Sales Process differ in the following situation ?
    - (i) A private sector bank representative selling services to the Senior Manager of an MNC.
    - (ii) A Sales executive selling water purifiers to working women.
    - (iii) Zenith Computer’s sales engineer selling computers to an organisation. (4,4,4)
- 
3. (a) What are the major objectives of conducting training for sales force ? Suggest and explain suitable training programme for fresh engineering graduates who would be taking up independent selling tasks for Industrial Products. (7)
  - (b) Discuss the important criteria for recruitment of Sales staff. (6)

*P.T.O.*

4. Read the case and answer the questions that follow :

As a Sales Manager, you have been assigned the responsibility of designing a vast sales network for a new brand of Fresh Lime Juice (with minimal Preservatives) planned to be launched next summer.

The company wishes to confine the launch to all metros, and major cities in India. The main focus is on Retail malls, large sized grocers and general merchants while other stores are second priority. The firm is targeting around 20,000 outlets to be serviced within the first 6 weeks, of its launch.

The product has a shelf life of 3 months from the date of manufacture and will be manufactured from Uttaranchal.

- (a) What additional information would you need to develop an effective sales territory for the sales force ? What factors will you consider in developing the sales territory ? (7)
- (b) How would you measure the effectiveness of the sales force in this case ? (6)
5. (a) Highlight the difference between canned, outlined and need analysis presentations using suitable examples for each. (6)
- (b) You have been hired by New Insurance Company to sell its products as the leader of the sales team.
- Develop a test of 2 prospects giving details of each, and why they would qualify for your sales presentation ? (6)
6. How would you answer each of the following objections ?
- (i) I will wait till the company opens more number of service outlets (car).
- (ii) Competitors are offering the same quality at reduced prices. (6,6)

[This question paper contains 4 printed pages.]

Sr. No. of Question Paper : 1148

Roll No.....

Unique Paper Code : 101537

Name of the Paper : Personal Selling & Sales Force Management  
(New Course)

Name of the Course : BBS

Semester : V

Duration : 3 Hours

Maximum Marks : 75

**Instructions for Candidates**

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt **all** questions.
1. "While Sales Managers' roles & responsibilities are constantly evolving in response to changing market conditions, they still centre on traditional sales management responsibilities and duties."
  - (a) Do you agree with the above statement ? Justify. (5)
  - (b) What duties and responsibilities do you consider most important ? Why ? (5)
  - (c) Do you think Sales Managers of the new millennium need to learn fresh roles and reinvent some old ones ? (5)
2. SUMIT Products Ltd. Is a company that produces and markets steel cups, teaspoons, knives and forks for the catering industry. The company was established in 1958 in response to the changes that were taking place in the catering industry. The growth of the fast-food sector was seen as an opportunity to provide disposable eating utensils which would save on manpower and allow for speedy provision of utensils to cater to the fast customer flow. In addition, SUMIT

P.T.O.



Products has benefitted from the growth in supermarkets and sells consumer packs through four large supermarket groups.

The expansion of sales and outlets has led Rakesh Mohan, the Sales Manager, to recommend to S Kumar, the General Manager, that the present sales force of two regional representatives be increased to eight.

Rakesh Mohan believes that the new recruits should be experienced in selling fast-moving consumer goods since essentially that is what his products are.

S Kumar believes that the new recruits should also be familiar with steel a product since that is what they are selling. He favours recruiting from within the steel industry, since such people are familiar with the supply, production and properties of steel and are likely to speak the same language as other people working at the firm.

- (a) What general factors should be taken into account when recruiting salesmen? (5)
  - (b) Do you agree with S. Kumar, Rakesh Kumar or neither? Why? (5)
3. One of your friends, who just graduated from college, has accepted a sales position with a large firm. What topics do you believe should be included in sales training course for her? Consider another friend who has accepted a position with a smaller firm that has four salespeople. How will their experiences differ? In what situations does it not make sense to conduct sales training? (3,3,4)
4. Explain the key features of each of these widely used evaluation techniques :
- (a) Descriptive statements
  - (b) Behaviourally anchored rating scales (2\*5)
5. (a) Why is it necessary to establish sales territories that are approximately equal in sales potential? (3)

- (b) Why is it important to match the right salesperson with the right territory ? (3)
- (c) Is it important for a salesperson to be worried about time management during a sales call ? Why ? (4)
6. "Much of the friction between the sales reps and professional buyers is due to the reps' lack of knowledge of both their prospects and their own products. But it is impossible for anyone to know everything about anything."
- (a) Consider yourself a specialty salesperson, what all should you know ? (5)
- (b) Some sales managers aggressively recruit their salespeople from the industries they serve. Why ? (5)

**OR**

"Once you have a possible prospect – a lead – it is necessary to qualify it."

- (a) How would a sales rep select prospects if he is selling: drapes, swimming pools, insurance products ? (2,2,2)
- (b) If you were selling mutual funds, what prospect information would you want to obtain prior to making a sales presentation ? (4)
7. (a) In spite of your efforts to stage the interview favourably, the prospect may be interrupted in the midst of it. It pulls the attention of the prospect elsewhere. This gap must be filled. How can this be done ? (5)
- (b) What is a "Canned Presentation" ? Develop arguments in favour of and against it. (5)

**OR**

- (a) You sell new cars. You constantly encounter objections to their high price. How would you forestall this objection ? (3)

*P.T.O.*

- (b) Should you ever bring up an objection that the prospect has not asked just so you can answer it? (3)
- (c) You can tell by the prospect's facial expressions and body language whether the person is ready to buy. What are some of the specific things people do to signal that they are ready to buy? What does the person do to signal that you are not near a sale? (4)