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**Bengaluru**

**School of Management**

**Mid - Term Examinations – November 2024**

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| **Semester**: III | **Date**: 11-11-2024 |
| **Course Code**: MBA3084 | **Time**: 09:30am – 11:00am |
| **Course Name**: Sales and Retail Management | **Max Marks**: 50 |
| **Program: MBA** | **Weightage**: 25% |

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Do not write anything on the question paper other than roll number.*

**Part A**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Answer ALL the Questions. Each question carries 3marks. 5Qx3M=15M** | | | | |
| **1** | Who are outside order takers? | 3 Marks | Knowledge | CO1 |
| **2** | Define relationship selling. | 3 Marks | Knowledge | CO1 |
| **3** | Differentiate between job description and job specification in recruitment. | 3 Marks | Knowledge | CO1 |
| **4** | List any three external sources of recruitment for a sales team. | 3 Marks | Knowledge | CO1 |
| **5** | Describe pre-screening interview, and what is its purpose. | 3 Marks | Knowledge | CO1 |

**Part B**

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| --- | --- | --- | --- | --- |
| **Answer ALL the Questions. Each question carries 10 marks. 2Qx10M=20M** | | | | |
| **6a** | Choose between using aptitude tests and personality tests to identify candidates who are best suited for sales roles in your company. | **10 Marks** | **Application** | **CO1** |
| **Or** | | | | |
| **7a** | Apply on-the-job training and off-the-job training techniques to improve the effectiveness of your salesforce training. What key factors would you prioritize? | **10 Marks** | **Application** | **CO1** |

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| **8a** | Design an effective sales compensation plan for a sales team within a large organization. | **10 Marks** | **Application** | **CO1** |
| **Or** | | | | |
| **9a** | Integrate performance measures to assess the effectiveness of your salesforce management. | **10 Marks** | **Application** | **CO1** |

**Part C**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Answer the Question. Question carries 15 marks. 1Qx15M=15M** | | | | |
| **10** | If the management specifies that 55% of a salesperson’s time should be spent on customer calls, how would you calculate the effective work time for determining the size of the sales force using the workload model? | **15 Marks** | **Analysis** | **CO1** |