



Roll No. 

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**PRESIDENCY UNIVERSITY  
BENGALURU**

**SCHOOL OF MANAGEMENT**

**SET A**

**MID TERM EXAMINATIONS**

**Sem & AY: Odd Sem 2019-20**

**Date: 22.10.2019**

**Course Code: MKT 201**

**Time: 9:30 AM – 11:00 AM**

**Course Name: SALES & RETAIL MANAGEMENT**

**Max Marks: 40**

**Program & Sem: MBA & III**

**Weightage: 20%**

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**Instructions:**

- (i) All questions are compulsory*
- 

**Part A [Memory Recall Questions]**

**Answer both the Questions. Each Question carries three marks. (2Qx3M=6M)**

1. Identify the roles of a sales manager. (C.O.NO.1) [Knowledge]
2. State some emerging trends in the area of Sales Management with examples.  
(C.O.NO.1) [Knowledge]

**Part B [Thought Provoking Questions]**

**Answer all the Questions. Each Question carries five marks. (4Qx5M=20M)**

3. Identify the areas in which a Salesperson of 'Personal Care' division of Hindustan Unilever must have knowledge before hitting the field. (C.O.NO.2) [Comprehension]
4. Describe the Buying Situation for an Individual Buyer and indicate how the same is different from that of an Organizational Buyer. (C.O.NO.2) [Comprehension]
5. 'Both Verbal and Non-verbal communications are instrumental for an effective sales pitch' – Discuss. (C.O.NO.2) [Comprehension]
6. Explain any two Prospecting methods with relevant examples of each.  
(C.O.NO.2) [Comprehension]

### Part C [Problem Solving Questions]

**Read the excerpt and answer both the questions that follow.**

**(2Q=14M)**

Eureka Forbes, in the early 1990s, followed the globally 'tried and tested' direct selling route for market its products in India, thus becoming one of the first direct selling companies in India. Water purifiers were rather new for Indian consumers, who had till then followed only the traditional methods of filtering. Therefore, Eureka Forbes had to first establish the concept of water purifiers in India before it could sell 'Eureka' as a brand. The company believed that its core strength was its people. It employed dynamic, highly motivated individuals, called 'Eurochamps,' who projected the image of 'The friendly man from Eureka Forbes.' Thus, for the average Indian consumer, Eureka Forbes became synonymous with the smartly dressed salesman who came to their houses and showed how water purifiers were indispensable. Eurochamps initially targeted the metros but soon began visiting smaller cities and towns also. Gradually the company's products gained acceptance in Indian markets and company sales picked up. The company began advertising across various media primarily to familiarize its target segment, housewives, with its products and introduce it to its sales force. These advertisements showed helpful salespersons who solved the problems of housewives. Television commercials typically featured models who appeared friendly and trustworthy. Eureka Forbes started a customer care network that took care of after sales services offered by the company. The company's customer service network comprised of over 400 CRC (Customer Response Centers), covering over 100 towns, with more than 4000 sales personnel working under it. These centers offered a plethora of options to its customers in order to enhance their satisfaction with their purchases. The company believed that 'A relationship does not end with a sale. It actually begins.' As a result of its focused approach and innovative product, the company was able to record an operating income of Rs. 1.59 billion and a net profit of Rs. 56 million in 1995-96. In 1997-98 these figures reached Rs. 2.29 billion and Rs. 104 million respectively.

7. Illustrate the 'Pre-sale Preparation' that Eurochamps would go through, before identifying the prospects. [4M](C.O.NO.2)[Application]
8. By applying your knowledge of Prospecting, demonstrate the various steps that the Eurochamps would take, to zero-in on the prospects. [10M](C.O.NO.2)[Application]



**SCHOOL OF MANAGEMENT**

**Semester:** Odd Sem 2019-20

**Course Code:** MKT201

**Course Name:** Sales & Retail Management

**Date:** 22.10.2019

**Time:** 9:30 AM – 11:00 AM

**Max Marks:** 40

**Weightage:** 20%

**Extract of question distribution [outcome wise & level wise]**

Q.NO	C.O.NO	Unit/Module Number/Unit /Module Title	Memory recall type			Thought provoking type			Problem Solving type			Total Marks
			[Marks allotted]			[Marks allotted]			[Marks allotted]			
			Bloom's Levels			Bloom's Levels			Bloom's Levels			
			K			C			A			
1	1	Unit 1/ Introduction to Sales Management	K									3
2	1	Unit 1/ Introduction to Sales Management	K									3
3	2	Unit 2/ Personal Selling – Preparation & Process				C						5
4	2	Unit 2/ Personal Selling – Preparation & Process				C						5
5	2	Unit 2/ Personal Selling –				C						5



		Preparation & Process									
6	2	Unit 2/ Personal Selling – Preparation & Process				C					5
7	2	Unit 2/ Personal Selling – Preparation & Process						A			4
8	2	Unit 2/ Personal Selling – Preparation & Process						A			10
	Total Marks		6			20			14		40

K =Knowledge Level C = Comprehension Level, A = Application Level

Note: While setting all types of questions the general guideline is that about 60%

Of the questions must be such that even a below average students must be able to attempt, About 20% of the questions must be such that only above average students must be able to attempt and finally 20% of the questions must be such that only the bright students must be able to attempt.

I hereby certify that all the questions are set as per the above guidelines. [Name of faculty]

Reviewer's Comments:

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# Annexure- II: Format of Answer Scheme



## SCHOOL OF MANAGEMENT

### SOLUTION

Date: 22.10.2019

Semester: Odd Sem 2019-20

Time: 9:30 AM – 11:00 AM

Course Code: MKT201

Max Marks: 40

Course Name: Sales & Retail Management

Weightage: 20%

#### Part A

(2Q x 3M = 6 Marks)

Q No	Solution	Scheme of Marking	Max. Time required for each Question
1	Any three roles	3	5 minutes
2	Technology, CRM, Diversity (any other relevant) One Example from each	1.5 1.5	5 minutes

#### Part B

(4Q x 5M = 20 Marks)

Q No	Solution	Scheme of Marking	Max. Time required for each Question
3	Knowledge about Company, Product Mix, Competition, Distribution Channel, Trade Promotion offers for Wholesalers & Retailers, any other relevant point	5	10 minutes
4	Buying situation for Individual Buyer (Extensive Problem Solving, Limited Problem Solving & Routinized Response Behaviour) with example of each Organizational Buyer difference (New Buy, Modified Rebuy, Straight Rebuy)	3 2	10 minutes
5	Verbal (Words, Questions to control flow, collect information, understand concern, any other relevant point) Non-verbal (Physical space, appearance, body language, any other relevant point) Brief discussion about combination of both	2 2 1	10 minutes
6	Explanation of each method Example of each method	1.5, 1.5 1,1	10 minutes

#### Part C

(4 + 10 = 14 Marks)

Q No	Solution	Scheme of Marking	Max. Time required for each Question
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7	Company knowledge, Product knowledge, Competitor knowledge, Target market demographics	1, 1, 1, 1	10 minutes
8	Steps: <ul style="list-style-type: none"> <li data-bbox="300 159 954 197">i. Define Prospect by identifying households</li> <li data-bbox="300 197 954 235">ii. Searching prospects by various techniques</li> <li data-bbox="300 235 954 309">iii. Qualifying as prospects (need, ability to pay, authority to buy)</li> <li data-bbox="300 309 954 344">iv. Relating product to probable requirements</li> </ul>	2 3 3 2	30 minutes





Roll No.

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**PRESIDENCY UNIVERSITY  
BENGALURU**

**SCHOOL OF MANAGEMENT**

**SET A**

**MID TERM EXAMINATIONS**

**Sem & AY: Odd Sem 2019-20**

**Date: 22.10.2019**

**Course Code: MKT 201**

**Time: 9:30 AM – 11:00 AM**

**Course Name: SALES & RETAIL MANAGEMENT**

**Max Marks: 40**

**Program & Sem: MBA & III**

**Weightage: 20%**

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**Instructions:**

- (i) *All questions are compulsory*
- 

**Part A [Memory Recall Questions]**

**Answer both the Questions. Each Question carries three marks. (2Qx3M=6M)**

1. Identify the roles of a sales manager. (C.O.NO.1) [Knowledge]
2. State some emerging trends in the area of Sales Management with examples.  
(C.O.NO.1) [Knowledge]

**Part B [Thought Provoking Questions]**

**Answer all the Questions. Each Question carries five marks. (4Qx5M=20M)**

3. Identify the areas in which a Salesperson of 'Personal Care' division of Hindustan Unilever must have knowledge before hitting the field. (C.O.NO.2) [Comprehension]
4. Describe the Buying Situation for an Individual Buyer and indicate how the same is different from that of an Organizational Buyer. (C.O.NO.2) [Comprehension]
5. 'Both Verbal and Non-verbal communications are instrumental for an effective sales pitch' – Discuss. (C.O.NO.2) [Comprehension]
6. Explain any two Prospecting methods with relevant examples of each.  
(C.O.NO.2) [Comprehension]

### Part C [Problem Solving Questions]

Read the excerpt and answer both the questions that follow.

(2Q=14M)

Eureka Forbes, in the early 1990s, followed the globally 'tried and tested' direct selling route for market its products in India, thus becoming one of the first direct selling companies in India. Water purifiers were rather new for Indian consumers, who had till then followed only the traditional methods of filtering. Therefore, Eureka Forbes had to first establish the concept of water purifiers in India before it could sell 'Eureka' as a brand. The company believed that its core strength was its people. It employed dynamic, highly motivated individuals, called 'Eurochamps,' who projected the image of 'The friendly man from Eureka Forbes.' Thus, for the average Indian consumer, Eureka Forbes became synonymous with the smartly dressed salesman who came to their houses and showed how water purifiers were indispensable. Eurochamps initially targeted the metros but soon began visiting smaller cities and towns also. Gradually the company's products gained acceptance in Indian markets and company sales picked up. The company began advertising across various media primarily to familiarize its target segment, housewives, with its products and introduce it to its sales force. These advertisements showed helpful salespersons who solved the problems of housewives. Television commercials typically featured models who appeared friendly and trustworthy. Eureka Forbes started a customer care network that took care of after sales services offered by the company. The company's customer service network comprised of over 400 CRC (Customer Response Centers), covering over 100 towns, with more than 4000 sales personnel working under it. These centers offered a plethora of options to its customers in order to enhance their satisfaction with their purchases. The company believed that 'A relationship does not end with a sale. It actually begins.' As a result of its focused approach and innovative product, the company was able to record an operating income of Rs. 1.59 billion and a net profit of Rs. 56 million in 1995-96. In 1997-98 these figures reached Rs. 2.29 billion and Rs. 104 million respectively.

7. Illustrate the 'Pre-sale Preparation' that Eurochamps would go through, before identifying the prospects. [4M](C.O.NO.2)[Application]
8. By applying your knowledge of Prospecting, demonstrate the various steps that the Eurochamps would take, to zero-in on the prospects. [10M](C.O.NO.2)[Application]



## SCHOOL OF MANAGEMENT

Semester: Odd Sem 2019-20

Course Code: MKT201

Course Name: Sales & Retail Management

Date: 22.10.2019

Time: 9:30 AM – 11:00 AM

Max Marks: 40

Weightage: 20%

### Extract of question distribution [outcome wise & level wise]

Q.NO	C.O.NO	Unit/Module Number/Unit /Module Title	Memory recall type			Thought provoking type			Problem Solving type			Total Marks
			[Marks allotted]	Bloom's Levels		[Marks allotted]	Bloom's Levels		[Marks allotted]			
			K			C			A			
1	1	Unit 1/ Introduction to Sales Management	K									3
2	1	Unit 1/ Introduction to Sales Management	K									3
3	2	Unit 2/ Personal Selling – Preparation & Process				C						5
4	2	Unit 2/ Personal Selling – Preparation & Process				C						5
5	2	Unit 2/ Personal Selling –				C						5



		Preparation & Process									
6	2	Unit 2/ Personal Selling – Preparation & Process				C					5
7	2	Unit 2/ Personal Selling – Preparation & Process						A			4
8	2	Unit 2/ Personal Selling – Preparation & Process						A			10
	Total Marks		6			20			14		40

K =Knowledge Level C = Comprehension Level, A = Application Level

Note: While setting all types of questions the general guideline is that about 60%

Of the questions must be such that even a below average students must be able to attempt, About 20% of the questions must be such that only above average students must be able to attempt and finally 20% of the questions must be such that only the bright students must be able to attempt.

I hereby certify that all the questions are set as per the above guidelines. [Name of faculty]

Reviewer's Comments:

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# Annexure- II: Format of Answer Scheme



## SCHOOL OF MANAGEMENT

### SOLUTION

Semester: Odd Sem 2019-20

Course Code: MKT201

Course Name: Sales & Retail Management

Date: 22.10.2019

Time: 9:30 AM – 11:00 AM

Max Marks: 40

Weightage: 20%

#### Part A

(2Q x 3M = 6 Marks)

Q No	Solution	Scheme of Marking	Max. Time required for each Question
1	Any three roles	3	5 minutes
2	Technology, CRM, Diversity (any other relevant) One Example from each	1.5 1.5	5 minutes

#### Part B

(4Q x 5M = 20 Marks)

Q No	Solution	Scheme of Marking	Max. Time required for each Question
3	Knowledge about Company, Product Mix, Competition, Distribution Channel, Trade Promotion offers for Wholesalers & Retailers, any other relevant point	5	10 minutes
4	Buying situation for Individual Buyer (Extensive Problem Solving, Limited Problem Solving & Routinized Response Behaviour) with example of each Organizational Buyer difference (New Buy, Modified Rebuy, Straight Rebuy)	3 2	10 minutes
5	Verbal (Words, Questions to control flow, collect information, understand concern, any other relevant point) Non-verbal (Physical space, appearance, body language, any other relevant point) Brief discussion about combination of both	2 2 1	10 minutes
6	Explanation of each method Example of each method	1.5, 1.5 1,1	10 minutes

#### Part C

(4 + 10 = 14 Marks)

Q No	Solution	Scheme of Marking	Max. Time required for each Question
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7	Company knowledge, Product knowledge, Competitor knowledge, Target market demographics	1, 1, 1, 1	10 minutes
8	Steps: <ul style="list-style-type: none"> <li data-bbox="304 159 954 197">i. Define Prospect by identifying households</li> <li data-bbox="304 197 954 235">ii. Searching prospects by various techniques</li> <li data-bbox="304 235 954 309">iii. Qualifying as prospects (need, ability to pay, authority to buy)</li> <li data-bbox="304 309 954 347">iv. Relating product to probable requirements</li> </ul>	<ul style="list-style-type: none"> <li data-bbox="1142 159 1166 197">2</li> <li data-bbox="1142 197 1166 235">3</li> <li data-bbox="1142 235 1166 273">3</li> <li data-bbox="1142 309 1166 347">2</li> </ul>	30 minutes





**PRESIDENCY UNIVERSITY  
BENGALURU**

**SCHOOL OF MANAGEMENT**

**SET B**

**MID TERM EXAMINATIONS**

**Sem & AY: Odd Sem 2019-20**

**Date: 22.10.2019**

**Course Code: MKT 201**

**Time: 9.30 AM to 11.30 AM**

**Course Name: SALES AND RETAIL MANAGEMENT**

**Max Marks: 40**

**Program & Sem: MBA & III**

**Weightage: 20%**

**Instructions:**

- (i) All questions are compulsory*

**Part A [Memory Recall Questions]**

**Answer all the Questions. Each Question carries two marks. (3Qx2M=6M)**

1. How is relationship selling different from transaction oriented selling?  
(C.O.NO.1) [Knowledge]
2. Explain why sales management is considered as an important function.  
(C.O.NO.1) [Knowledge]
3. Explain the changing role of sales force in the current market situation.  
(C.O.NO.1) [Knowledge]

**Part B [Thought Provoking Questions]**

**Answer all the Questions. Each question carries five marks. (4Qx5M=20M)**

4. Describe how sales managers and distribution channels works together in planning the sales operation.  
(C.O.NO.1) [Comprehension]
5. American Marketing Association's definition of sales management is nearly same as "the management of salesforce". It is said that this definition is not in line with the broader responsibilities of modern sales managers. Do you agree with this view? Explain with reasons.  
(C.O.NO.1) [Comprehension]
6. Why should the salespeople understand the psychological aspect of selling and buying decision process?  
(C.O.NO.1) [Comprehension]
7. What changes will take place when a salesperson is promoted from a sales executive position to a first-line sales manager position?  
(C.O.NO.1) [Comprehension]

### Part C [Problem Solving Questions]

Answer the below Questions. Each Question carries seven marks. (2Qx7M=14M)

Mr. Sameer Gupta is the Head of Sales of a large company called Safari Batteries. Safari Batteries is one of the oldest battery companies in the country selling the popular Pencil cells and the larger 'D' size batteries used in torches in transistors. Safari was the third largest company after Energy, and Shippo. Safari was very strong in certain pockets of the country – in UP, Bihar, Gujarat and Mumbai. They also had torches in the brand name of Safari.

The 'D' segment of the market was the largest segment contributing to about 50% of the sale. This was widely distributed, with a significant rural presence also. Safari had a 30% market share in this segment. Most of the business happened through the wholesale channel. The most important factor in its sale was price. It had to be kept 2 rupees below the market leader Energy, and then the sales would fly. The business had continued in this manner for many years.

The pencil cell segment was about 30% of the total battery market. Pencil cells were sold more in the urban arena, and in this segment Safari was an insignificant player. Pencil cells were largely distributed through the retail channel. The last couple of years had seen an increase in costs, largely due to the government policies. Energy had not increased prices, and they were able to sustain it because of their larger volumes. However, Safari was feeling the pressure. Sameer had just met the Head of Finance, Mr. Goel who had communicated that it was essential to increase prices in the market for D-cells, otherwise they would run into a loss. On the other hand, his sales team was threatening that any increase in prices would be detrimental to the volumes. In fact they had taken an increase of 50 paise, and the entire sales team was screaming.

As he sat thinking, the past few years flashed in front of him. They had been chasing market share for the last few years. Although margins had been steadily deteriorating, the focus continued on market share. Lot of investments had been made in the brand, especially to drive sales of Pencil Cells and improve the Retail business of 'D' cells. However, it had not been very successful. The field force continued to emphasize the price, and all efforts at changing it from a commodity to brand had failed. For the last few months the CEO wanted to focus on Profitability. He was thinking about how he could contribute there, and the bigger challenge was how he could change the way the field force worked. He was being asked various questions – "Is the price quoted for Energy correct" – he knew it would be different in different parts of the country, so he had to defend the price he was quoting.

He was being questioned why it cannot be sold like a brand? Investments had been made in the last few years in building a brand but the sales team continued to treat it like a commodity – ONLY price. But every-time he visited the market he observed that the retailer raised the issue of price. "The bottleneck lay there" – he thought. Or did it lie with the Sales Team – he wasn't sure. He decided to call a meeting of his Regional Managers and discuss how the issues could be tackled.

- A) As a Regional sales manager, how would you explain the reasons behind this performance in the coming meeting to your L+1?
  - B) What guidelines and communication you will give to your sales executives so the performance will be stable in near future?
- (C.O.NO.1) [Application]



## SCHOOL OF MANAGEMENT

**Semester:** Odd Sem 2019-20

**Course Code:** MKT 201

**Course Name:** Sales and Retail Management

**Date:**

**Time:** 1 Hrs 30 Min

**Max Marks:** 40

**Weightage:** 20%

### **Extract of question distribution [outcome wise & level wise]**

Q.NO	C.O.NO	Unit/Module Number/Unit /Module Title	Memory recall type [Marks allotted] Bloom's Levels			Thought provoking type [Marks allotted] Bloom's Levels			Problem Solving type [Marks allotted]			Total Marks
			K			C			A			
1	1	1	2									2
2	1	1	2									2
3	1	1	2									2
4	1	1				5						5
5	1	1				5						5
6	2	2				5						5
7	1	1				5						5
8A	1	1							7			7
8B	1	1							7			7
	<b>Total Marks</b>		06			20			14			40

K =Knowledge Level C = Comprehension Level, A = Application Level

Note: While setting all types of questions the general guideline is that about 60%





Of the questions must be such that even a below average students must be able to attempt, About 20% of the questions must be such that only above average students must be able to attempt and finally 20% of the questions must be such that only the bright students must be able to attempt.

I hereby certify that all the questions are set as per the above guidelines. [Dr Arabinda Bhandari]

Reviewer's Comments: \_\_\_\_\_

## Annexure- II: Format of Answer Scheme



### SCHOOL OF MANAGEMENT

#### SOLUTION

Semester: Odd Sem 2019-20

Course Code: MKT 201

Course Name: Sales and Retail Management

Date:

Time: 1 Hrs 30 Min

Max Marks: 40

Weightage: 20%

#### Part A

(3Q x 2M =6 Marks)

Q No	Solution	Scheme of Marking	Max. Time required for each Question
1	<p style="text-align: center;"><b>Nature of Sales Management</b></p> <p><b>1.It's integration with marketing management.</b> (Field Selling: Territories, branches or regions &amp; Head quarter marketing team: Promotion, marketing research, market logistics, customer service and co-ordination)</p> <p><b>2. Relationship Selling</b> (Transactional Relationship Selling, Value-Added Relationship Selling &amp; Collaborative/Partnering Relationship Selling)</p> <p><b>3.Varying sales responsibilities</b> (Deliverer/Delivery salesperson, Order taker or Response selling, Sales support people or sales people, Technical sales support/Sales engineer, Demand creator or order getter (Creative selling), Solution Vendor/Business Selling/order-getter</p>	2 Marks	3 Min



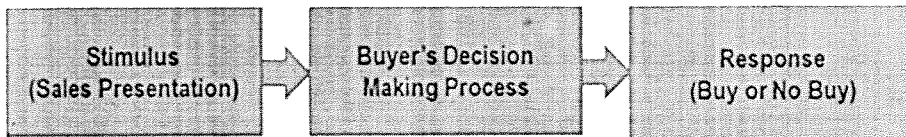
2	<h3 style="text-align: center;">Importance of Personal Selling &amp; Sales Management</h3> <p>Personal Selling:</p> <ol style="list-style-type: none"> <li>1. Personal selling or sales is one of the most exciting, financially rewarding and challenging careers.</li> <li>2. There are many positions available in sales than any other professional occupations.</li> <li>3. Salespeople are among the best paid people in business. A sales career is one of the fastest and surest route to the top management. Studies have shown that many of these senior executives began their business careers in either sales or marketing positions.</li> </ol> <p>Sales Management:</p> <p>Sales Management is the only function or department in an organization that generates revenue. All other departments spend money. Hence the financial results of an organization depend on the performance of sales management. Net profit or the bottom line of a company is considered as good if the sales revenue or the top line is good.</p>	2 Marks	3 Min
3	<h3 style="text-align: center;">Emerging Trends in Sales Management</h3> <ol style="list-style-type: none"> <li>1. Global Perspective (competition and opportunity)</li> <li>2. Revolution in Technology</li> <li>3. Customer Relationship Management (CRM)</li> <li>4. Sales force Diversity (more educated, women etc)</li> <li>5. Team Selling Approach</li> <li>6. Managing Multi-Channels (lower channel cost, more coverage)</li> <li>7. Ethical Issues</li> <li>8. E-Selling (e-marketing, passive visitors to active customers)</li> <li>9. Sales Professionalism (reliability, credibility, professionalism, integrity, product knowledge)</li> </ol>	2 Marks	3 Min



Q No	Solution	Scheme of Marking	Max. Time required for each Question
4	<p><b>Linking Sales and Distribution Management</b></p> <p>1. Distribution Channels - (Own salesforce, C&amp;FA, Distributors, stockists, sub stockist transporters, warehouse operator, retailers)</p> <p>2. Maximising Customer Service (Demand Management- channel members help in forecast. Supply Management)</p> <p>3. Sales Operations Planning (List of markets to be covered and the schedule, Market share objectives to be achieved and how, Tracking competition in order to always do better than them, ensuring highest call productivity, market working methods and tools, sales promotion efforts, new product launches, shelf space maximization and merchandising, reports and records)</p>	5	10 Min
5	<p><b>What is Sales Management</b></p> <p>American Marketing Association defines as follows:</p> <p>"Sales Management means the <u>planning, direction and control of personal selling, including recruiting, selecting equipping, assigning, routing, supervising, paying and motivating</u> as these tasks apply to the personal salesforce"</p>	5	10 Min



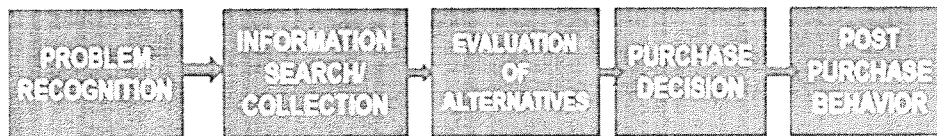
BUYER BEHAVIOR MODEL



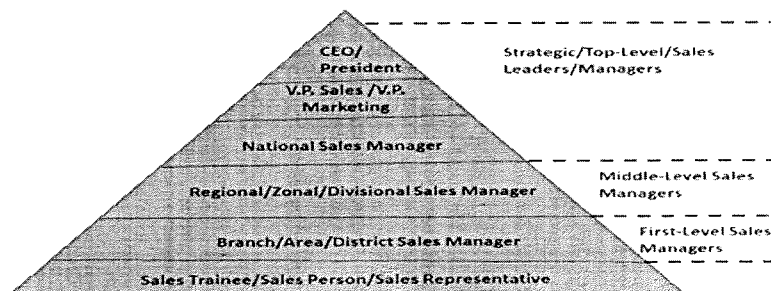
Interaction between a sales person and a buyer can be termed as 'DYADIC (Two Persons). A study by Dr. Jagadish N Seth has identified two major factors as the basis of the buyer-seller interaction which are the 'CONTENT' and the 'STYLE'

'CONTENT' include organizational needs such as product features, prices, services and also individual needs of the buyer and seller. 'STYLE' interactions include task oriented, interaction oriented (personal and social interactions) and self oriented (pre occupied with one's self interest)

BUYING DECISION PROCESS



Types of Sales Managers







**Part C**

(2Q x 7M =14 Marks)

<b>Q No</b>	<b>Solution</b>	<b>Scheme of Marking</b>	<b>Max. Time required for each Question</b>
<b>8 A</b>	Sales executives should not give more focus on pricing of a product	7	15 Min
<b>8 B</b>	Commodity to a brand.	7	15 Min





Roll No

**PRESIDENCY UNIVERSITY  
BENGALURU**

**SCHOOL OF MANAGEMENT**

**END TERM FINAL EXAMINATION**

**Semester:** Odd Semester: 2019 - 20

**Course Code:** MKT 201

**Course Name:** SALES AND RETAIL MANAGEMENT

**Program & Sem:** MBA & III

**Date:** 03 January 2020

**Time:** 1:00 PM to 4:00 PM

**Max Marks:** 80

**Weightage:** 40%

**Instructions:**

- (i) Read all the questions carefully and answer accordingly.
- (ii) Write legibly

**Part A [Memory Recall Questions]**

**Answer all the Questions. Each Question carries 5 marks.**

**(6Qx5M=30M)**

1. "Personal selling and sales management is the most rewarding and challenging career."  
Explain. (C.O.No.1) [Knowledge]
2. What is FAB sales presentation method? (C.O.No.2) [Knowledge]
3. What are the types of sales forecast? Define sales territory and sales quota.  
(C.O.No.3) [Knowledge]
4. What is retailing? What are the functions of a retailer? (C.O.No.4) [Knowledge]
5. What are the growth drivers for retail in India? (C.O.No.5) [Knowledge]
6. What criteria a sales manager follow to assign sales territories to sales people?  
(C.O.No.3) [Knowledge]

**Part B [Thought Provoking Questions]**

**Answer both the Questions. Each Question carries 10 marks.**

**(2Qx10M=20M)**

7. Do you agree that the role of a modern sales manager is just selling and nothing else? If you are appointed as an independent branch head for any company with twenty sales executives reporting to you, explain what is your role and the skills you should possess to run the branch profitably? [10M] (C.O.No.1) [Comprehension]

8 a) North Bengaluru is growing very fast from past three years and witnessed lot of shopping malls and retail outlets opened in recent times. On what factors do you think customers are deciding which mall or retail outlet to visit in North Bengaluru? [7M]

(C.O.No.4) [Comprehension]

8 b) In continuation to the above question, if you are the retail manager of Croma Electronics, Yelahanka, how you develop a sustainable competitive advantage to compete with Pai Electronics which is located adjacent to your retail shop. [3M]

(C.O.No.4) [Comprehension]

### Part C [Problem Solving Questions]

**Answer both the Questions. Each Question carries 15 marks. (2Qx15M=30M)**

9. You are the business development manager for a reputed bank based in Hyderabad. One of your prospects is very much impressed with your sales presentation and assured to sign business deal next month. When you approached the prospect next month, he/she is coming out with lot of objections to buy your product as he/she started comparing your services and financial charges compared to your nearest competitor. You as a business development manager, explain how you handle your client's objections effectively.

(C.O.No.2) [Application]

10. In the present world customers are well informed about the products and services before they take a buying decision. Customers are referring to print and electronic ads, Google, YouTube, asking family, friends and relatives, reading reviews on blogs and also doing a thorough comparison of your product with competitor products. You as a sales manager, explain how you work on your sales knowledge to convince the well informed customers?

(C.O.No.2) [Application]



**PRESIDENCY UNIVERSITY  
BENGALURU**

**SCHOOL OF MANAGEMENT**

**END TERM FINAL EXAMINATION**

**Semester:** ODD 2019-20

**Course Code:** MKT 201

**Course Name:** SALES AND RETAIL MANAGEMENT

**Program & Sem:** MBA & III

**Date:** 03 Jan 2020

**Time:** 3 Hours

**Max Marks:** 80

**Weightage:** 40%

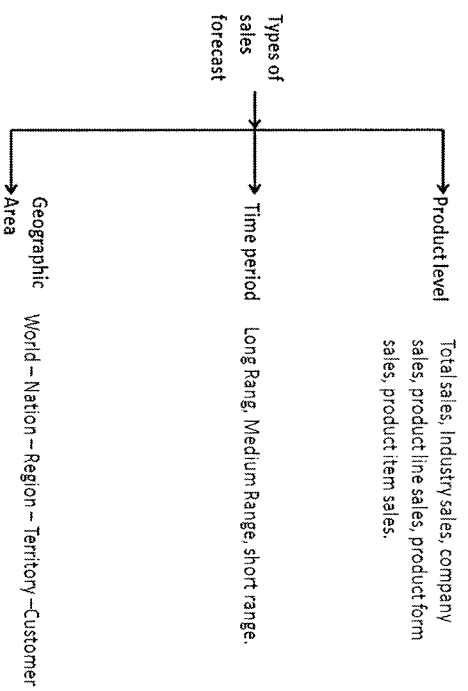
**PART A**

(5Q x 6M =30 Marks)

<b>Q No</b>	<b>Solution</b>	<b>Scheme of Marking</b>	<b>Course Outcome No. as per the Handout</b>	<b>Bloom's Level</b>	<b>Learning Objective No. as per Handout</b>	<b>Max. Time required for each Question</b>
1"Personal selling and sales management is the most rewarding and challenging career." Explain	<b>Personal Selling:</b> 1. Personal selling or sales is one of the most exciting, financially rewarding and challenging careers. 2. There are many positions available in sales than any other professional occupations. 3. Salespeople are among the best paid people in business. A sales career is one of the fastest and surest route to the top management. Studies have shown that many of these senior executives began their business careers in either sales or marketing positions. <b>Sales Management:</b> Sales Management is the only function or department in an organization that generates revenue. All other	3 M for personal selling, 2 marks for sales management. Very generic answer minimum marks 2M.	CO1	KNOWLEDGE	CO1	15 MINS

	<p>departments spend money. Hence the financial results of an organization depend on the performance of sales management. Net profit or the bottom line of a company is considered as good if the sales revenue or the top line is good.</p>					
<p>2 What is FAB sales presentation method?</p>	<p>FAB is a need satisfaction method. You need to explain about Features, Advantages and Benefits of the products to convince the customer.</p>	<p>3 marks if they get FAB abbreviation correct. 2Marks for explanation</p>	CO2	KNOWLEDGE	CO2	15 MINS
<p>3 What are the types of sales forecast? Define sales territory and sales quota.</p>	<p>Sales territory: A sales territory consists of existing and potential customers assigned to a salesperson. The territory may or may not have geographic boundaries. However, generally, a salesperson is assigned to a geographic area consisting of present and potential customers. Sales Quota Sales Quota: It is a sales goal (or a performance goal) set for a marketing unit for a specific period of time. The marketing unit may be salesperson, a branch, a region, a dealer or a distributor.</p>	<p>3 marks for types of sale forecast, 1 mark for sales territory and 1mark for sales quota</p>	CO3	KNOWLEDGE	CO2	15 MINA

## Types of sales forecast



	<p><b>4</b> What is retailing? What are the functions of a retailer?</p> <p><b>Retailing</b> is the set of business activities that adds value to the products and services sold to consumers for their personal or family use.</p> <p><b>Functions Performed by Retailers:</b></p> <ul style="list-style-type: none"> <li>➤ Providing an assortment of products and services.</li> <li>➤ Breaking bulk.</li> <li>➤ Holding inventory.</li> <li>➤ Providing services</li> </ul>	1M for definition. 4M for mentioning four functions.	CO4	KNOWLEDGE	CO4	15 MINS
<p><b>5</b> What are the growth drivers for retail in India?</p>	<p>1, easy consumer credit and increase in quality products 2. Favorable demographics 3. Rise in income and purchasing power 4. change in consumer mindset. 5. brand consciousness</p>	1M for each point. -1M if any point is missing.	CO4	KNOWLEDGE	CO5	15 MINS

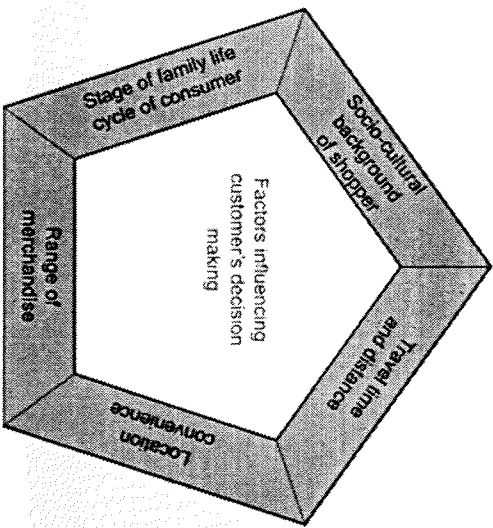
<b>6</b> What criteria a sales manager follow to assign sales territories to sales people?	<p>In assigning salespeople to territories, the sales manager should consider two criteria:</p> <p>1. Relative Ability of Salespeople (product knowledge, market knowledge, past sales performance, communication and selling skills)</p> <p>2. Salesperson's effectiveness in a territory. (Social, cultural and physical characteristics with those of the territory)</p>	2.5M for each point.	C03	KNOWLEDGE	CO3	15 MINS
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### PART B

(2Q x 10M = 20 Marks)

Q No	Solution	Scheme of Marking	Course Outcome No. as per the Handout	Bloom's Level	Learning Objective No. as per Handout	Max. Time required for each Question
<b>7</b> Do you agree that the role of a modern sales manager is just selling and nothing else? If you are appointed as an independent	<ol style="list-style-type: none"> <li>1. Playing a strategic role (sales forecasting, salesforce management, implementing and controlling sales budgets)</li> <li>2. Working as a team member of the corporate team (customer satisfaction, sales growth &amp; market share)</li> <li>3. Working as team leader (achieve the objectives or goals of sales and profits through salespeople)</li> <li>4. Managing multiple sales channels</li> </ol>	Max. 8M for this question. No full marks to be awarded. Six points mentioned full 8M. -1M for one	CO1	COMPREHENSION	CO1	20 MINS



<p>branch head for any company with twenty sales executives reporting to you, explain what is your role and the skills you should possess to run the branch profitably?</p>	<p>(Company's salesforce, online and telemarketing)  5. Using latest technologies to build superior buyer-seller relationships.  6. Continually updating information and understanding the changes in marketing environment like customers' businesses, strategies and tactics, government regulations and technological changes.</p>	<p>missing point</p>				
<p>8A. North Bengaluru is growing very fast from past three years and witnessed lot of shopping malls and retail outlets opened in recent times. On what factors do you think customers are deciding which mall or retail</p>	<p>FACTORS INFLUENCING THE CUSTOMER'S DECISION-  <b>MAKING PROCESS</b></p> 	<p>5M for six points and 3M competitive advantage for Building strong relationships with customers</p> <p>2. Building strong relationships with suppliers</p> <p>3. Achieving efficient internal operations. Max. 8M.</p>	<p>C04</p>	<p>COMPREHENSION</p>	<p>C04</p>	<p>20 MINS</p>

<p>outlet to visit in North Bengaluru?</p> <p>8B.In continuation to the above question, if you are the retail manager of Croma Electronics, Yelahanka, how you develop a sustainable competitive advantage to compete with Pai Electronics which is located adjacent to your retail shop. [3M]</p>						
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**PART C**

(2Q x 15M = 30 Marks)

Q No	Solution	Scheme of Marking	Course Outcome No. as per the Handout	Bloom's Level	Learning Objective No. as per Handout	Max. Time required for each Question
<p>9 You are the business development manager for a reputed bank based in Hyderabad. One of your prospects is very much impressed with your presentation and assured to sign business deal next month. When you approached the prospect next month, he/she is coming out with lot of objections to buy your product as he/she started comparing your services and financial charges compared to your nearest competitor. You as a business development manager, explain how you handle your clients' objections effectively.</p>	<p>Sales objections, resistances or oppositions may typically take place during sales presentation or when the salesperson asks for the order from the prospect. There are two types of objections happen: Psychological (or hidden) and logical (practical or real). The best method of finding out hidden objections is to ask questions to the prospective customer so that he or she would keep talking. The sales person asking questions to the prospect would also help the prospect in clarifying his/her thinking. However, the salesperson should never argue with or hurt the prospect in clarifying his/her thinking Methods for handling ad overcoming logical objections</p> <ol style="list-style-type: none"> <li>a. Ask question</li> <li>b. Turn an objection into a benefit</li> <li>c. Deny objections tactfully</li> <li>d. Third-party certificate</li> <li>e. compensation</li> </ol>	<p>5M for five points. Maximum 8M for explanation. Give partial marks between 3M-5M if they make any sense out of the answer. max marks should not exceed 13M.</p>	C02	APPLICATION	C02	25 MINS
<p>10 In the present world customers are well informed about the</p>	<ol style="list-style-type: none"> <li>1. Company Knowledge</li> <li>2. Product Knowledge</li> <li>3. Customers &amp; Competitors Knowledge</li> </ol>	<p>8M for eight points. 5M for explanation.</p>	C02	APPLICATION	C02	25 MINS

<p>products and services before they take a buying decision. Customers are referring to print and electronic ads, Google, YouTube, asking family, friends and relatives, reading reviews on blogs and also doing a thorough comparison of your product with competitor products. You as a sales manager, explain how you work on your sales knowledge to convince the well-informed customers?</p>	<p>4. Sales-Related Marketing Practices  5. Pricing Policies  6. Distribution Policies  7. Promotional Policies (Advertising, Sales Promotion, PR/Publicity, Personal Selling &amp; direct marketing)  8. Product Policies (Product Mix, New Product Ideas, Product Information, quality &amp; service policy)</p>	<p>Max. 13 marks.  Deduct marks accordingly.  Give partial marks between 3M-5M if they make any sense out of the answer.</p>				
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Roll No

**PRESIDENCY UNIVERSITY  
BENGALURU**

**SCHOOL OF MANAGEMENT**

**END TERM FINAL EXAMINATION**

**Semester:** Odd Semester: 2019 - 20

**Course Code:** MKT 201

**Course Name:** SALES AND RETAIL MANAGEMENT

**Program & Sem:** MBA & III

**Date:** 03 January 2020

**Time:** 1:00 PM to 4:00 PM

**Max Marks:** 80

**Weightage:** 40%

**Instructions:**

- (i) Read all the questions carefully and answer accordingly.  
(ii) Write legibly

**Part A [Memory Recall Questions]**

**Answer all the Questions. Each Question carries 5 marks.**

**(6Qx5M=30M)**

1. "Personal selling and sales management is the most rewarding and challenging career." Explain. (C.O.No.1) [Knowledge]
2. What is FAB sales presentation method? (C.O.No.2) [Knowledge]
3. What are the types of sales forecast? Define sales territory and sales quota. (C.O.No.3) [Knowledge]
4. What is retailing? What are the functions of a retailer? (C.O.No.4) [Knowledge]
5. What are the growth drivers for retail in India? (C.O.No.5) [Knowledge]
6. What criteria a sales manager follow to assign sales territories to sales people? (C.O.No.3) [Knowledge]

**Part B [Thought Provoking Questions]**

**Answer both the Questions. Each Question carries 10 marks.**

**(2Qx10M=20M)**

7. Do you agree that the role of a modern sales manager is just selling and nothing else? If you are appointed as an independent branch head for any company with twenty sales executives reporting to you, explain what is your role and the skills you should possess to run the branch profitably? [10M] (C.O.No.1) [Comprehension]



**PRESIDENCY UNIVERSITY  
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**SCHOOL OF MANAGEMENT**

**END TERM FINAL EXAMINATION**

**Semester:** ODD 2019-20

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**Course Name:** SALES AND RETAIL MANAGEMENT

**Program & Sem:** MBA & III

**Date:** 03 Jan 2020

**Time:** 3 Hours

**Max Marks:** 80

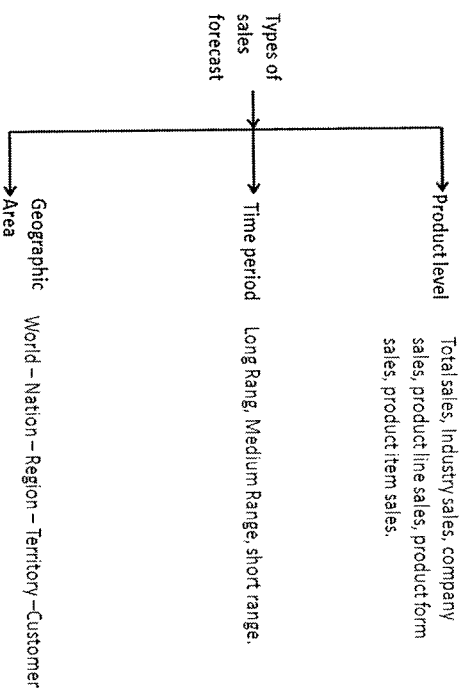
**Weightage:** 40%

**PART A**

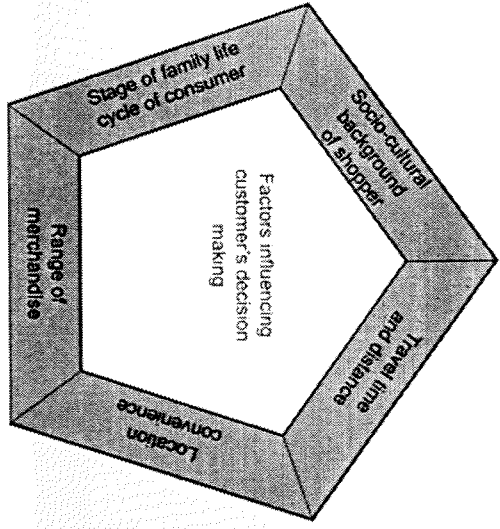
(5Q x 6M =30 Marks)

Q No	Solution	Scheme of Marking	Course Outcome No. as per the Handout	Bloom's Level	Learning Objective No. as per Handout	Max. Time required for each Question
1"Personal selling and sales management is the most rewarding and challenging career." Explain	<p><b>Personal Selling:</b></p> <ol style="list-style-type: none"> <li>1. Personal selling or sales is one of the most exciting, financially rewarding and challenging careers.</li> <li>2. There are many positions available in sales than any other professional occupations.</li> <li>3. Salespeople are among the best paid people in business. A sales career is one of the fastest and surest route to the top management. Studies have shown that many of these senior executives began their business careers in either sales or marketing positions.</li> </ol> <p><b>Sales Management:</b> Sales Management is the only function or department in an organization that generates revenue. All other</p>	3 M for personal selling, 2 marks for sales management. Very generic answer minimum marks 2M.	CO1	KNOWLEDGE	CO1	15 MINS

## Types of sales forecast



	<p><b>4</b> What is retailing? What are the functions of a retailer?</p> <p><b>Retailing</b> is the set of business activities that adds value to the products and services sold to consumers for their personal or family use.</p> <p><b>Functions Performed by Retailers:</b></p> <ul style="list-style-type: none"> <li>➤ Providing an assortment of products and services.</li> <li>➤ Breaking bulk.</li> <li>➤ Holding inventory.</li> <li>➤ Providing services</li> </ul>	1M for definition. 4M for mentioning four functions.	CO4	KNOWLEDGE	CO4	15 MINS
<p><b>5</b> What are the growth drivers for retail in India?</p>	<p>1, easy consumer credit and increase in quality products 2. Favorable demographics 3. Rise in income and purchasing power 4. change in consumer mindset. 5. brand consciousness</p>	1M for each point. -1M if any point is missing.	CO4	KNOWLEDGE	C05	15 MINS

<p>branch head for any company with twenty sales executives reporting to you, explain what is your role and the skills you should possess to run the branch profitably?</p>	<p>(Company's salesforce, online and telemarketing)  5. Using latest technologies to build superior buyer-seller relationships.  6. Continually updating information and understanding the changes in marketing environment like customers' businesses, strategies and tactics, government regulations and technological changes.</p>	<p>missing point</p>		<p>COMPREHENSION</p>	<p>C04</p>	<p>20 MINS</p>
<p>8A. North Bengaluru is growing very fast from past three years and witnessed lot of shopping malls and retail outlets opened in recent times. On what factors do you think customers are deciding which mall or retail</p>	<p>FACTORS INFLUENCING THE CUSTOMER'S DECISION-  MAKING PROCESS</p>  <p>The diagram is a 3D-style box with five sides, each representing a factor. The top side is 'Stage of family life cycle of consumer', the right side is 'Socio-cultural background of shopper', the bottom side is 'Travel time and distance', the left side is 'Location convenience', and the front side is 'Range of merchandise'. In the center of the box, it says 'Factors influencing customer's decision making'.</p>	<p>5M for six points and 3M competitive advantage for Building strong relationships with customers</p> <p>2. Building strong relationships with suppliers</p> <p>3. Achieving efficient internal operations. Max. 8M.</p>	<p>C04</p>	<p>COMPREHENSION</p>	<p>C04</p>	



Q No	Solution	Scheme of Marking	Course Outcome No. as per the Handout	Bloom's Level	Learning Objective No. as per Handout	Max. Time required for each Question
9 You are the business development manager for a reputed bank based in Hyderabad. One of your prospects is very much impressed with your sales presentation and assured to sign business deal next month. When you approached the prospect next month, he/she is coming out with lot of objections to buy your product as he/she started comparing your services and financial charges compared to your nearest competitor. You as a business development manager, explain how you handle your client's objections effectively.	Sales objections, resistances or oppositions may typically take place during sales presentation or when the salesperson asks for the order from the prospect. There are two types of objections happen: Psychological (or hidden) and logical (practical or real). The best method of finding out hidden objections is to ask questions to the prospective customer so that he or she would keep talking. The sales person asking questions to the prospect would also help the prospect in clarifying his/her thinking. However, the salesperson should never argue with or hurt the prospect in clarifying his/her thinking Methods for handling ad overcoming logical objections <ol style="list-style-type: none"> <li>Ask question</li> <li>Turn an objection into a benefit</li> <li>Deny objections tactfully</li> <li>Third-party certificate</li> <li>compensation</li> </ol>	5M for five points. Maximum 8M for explanation. Give partial marks between 3M-5M if they make any sense out of the answer. max marks should not exceed 13M.	C02	APPLICATION	C02	25 MINS
10 In the present world customers are well informed about the	<ol style="list-style-type: none"> <li>Company Knowledge</li> <li>Product Knowledge</li> <li>Customers &amp; Competitors Knowledge</li> </ol>	8M for eight points. 5M for explanation.	C02	APPLICATION	C02	25 MINS