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PRESIDENCY UNIVERSITY

Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013 | Established under Section 2(f) of UGC Act, 1956
Approved by AICTE, New Delhi | Approved By BCI
Bengaluru

Even Semester Mid Term, March 2026

Date: 14/03/2026

Time: 09:30 AM - 11:00 AM

Course Code: MBA3084

Course Name: Sales and Retail Management

Semester: Fourth Semester

Max. Marks: 50

Weightage: 50%

CO - Levels	CO1	CO2
Marks	29	41

Part A: Answer Following Questions. 15 M

Qn.No	Questions	M	CO	BT
1	<p>A salesperson target is as follows</p> <ul style="list-style-type: none"> • 10 calls per day • 30% conversion rate • ₹20 lakh monthly sales <p>If conversion drops to 25%, what should be adjusted to retain the monthly sales figure?</p>	3	CO1	BT1
2	<p>A sales team missing target for 3 months, results in high stress and resignations. List financial & non-financial motivators for sales team.</p>	3	CO1	BT1
3	<p>Recall any three emerging trends in sales management from your daily experience as a consumer.</p>	3	CO1	BT1
4	<p>A company sold 10,000 units of a product last year. Based on market growth of 10%, it forecasts 11,000 units next year. Now the sale has fallen much below the expected figures in the next year. Outline any 3 complications / consequences that might occur due to this for the company and its customers.</p>	3	CO2	BT1
5	<p>List any 3 advantages of dividing Bangalore into 4 sales territories.</p>	3	CO2	BT1

Part B: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
6	A newly appointed Sales Manager is preparing to launch an innovative product in a highly competitive market. She must define clear personal selling objectives for her team to ensure successful market penetration. Explain how she should formulate SMART selling objectives and strategically align them with broader organizational goals.	10	CO1	BT2
7	<p>A leading consumer electronics company is experiencing a steady decline in sales despite maintaining a large and geographically dispersed sales team. The management suspects inefficiencies in recruitment, training, motivation, and performance monitoring.</p> <p>As the newly appointed Sales Manager, you are tasked with diagnosing the root causes and restructuring the sales force strategy. Analyse the problem and redesign the sales force strategy to enhance productivity and profitability.</p>	10	CO1	BT2

Part C: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
8	<p>Zenith Appliances Ltd., a well-established consumer durables company, operates across multiple metropolitan and semi-urban markets. The company has a structured sales organization with adequate manpower, clearly defined territories, and a stable distribution network. Sales quotas are set annually based on projected market potential and company growth objectives.</p> <p>However, over the past three consecutive quarters, the firm has consistently failed to achieve its assigned sales quotas. This underperformance persists despite:</p> <ul style="list-style-type: none"> • Adequate number of sales representatives • Sufficient promotional support • Stable product availability • Competitive pricing <p>Preliminary reports indicate rising selling expenses, uneven territory performance, declining conversion ratios, and low morale among certain sales teams. While some territories perform moderately well, others significantly underperform, affecting overall company results.</p> <p>As the Sales Controller, you are responsible for diagnosing the</p>	10	CO2	BT3

	<p>root causes of quota failure and recommending corrective measures.</p> <p>Analyze the possible causes for the consistent failure in achieving sales quotas and recommend suitable design of quotas to achieve desired sales performance.</p>			
9	<p>A manufacturing company is struggling with inaccurate forecasts, unrealistic sales quotas, and rising selling expenses.</p> <p>Prepare a detailed and structured Sales Planning and Control Framework addressing - Appropriate Forecasting Techniques, Sales Budgeting Methods, Territory Design, Quota Setting and Sales Control Mechanisms.</p>	10	CO2	BT3

Part D: Answer Following Questions. 15 M

Qn.No	Questions	M	CO	BT
10	<p>A beverage company is launching a new protein drink in a competitive market, aimed at body builders and fitness freaks.</p> <p>The company must forecast demand, allocate sales territories, set achievable quotas, recruit and train sales personnel, monitor and evaluate performance.</p> <p>Develop a comprehensive Strategic Sales Management Plan integrating relevant concepts to achieve the desired results.</p>	15	CO2	BT3