



ROLL NO.

**PRESIDENCY UNIVERSITY, BENGALURU
SCHOOL OF MANAGEMENT**

Max Marks: 100

Max Time: 180 Mins

Weightage: 40 %

ENDTERM FINAL EXAMINATION

I Semester AY 2017-18 Course: **MKT 301: Sales and Distribution Management** 16 December 2017

Instructions:

- i. Write legibly
- ii. Draw diagrams for required questions.

Part A

Answer the following questions

(10 Q x 2 M= 20 Marks)

1. What is a sales channel?
2. What is sales quota?
3. Name one qualitative and quantitative method for sales forecasting.
4. What N,S,P & T stand for in the formula $N=S/P (1+T)$
5. ACMEE stands for?
6. What is LMX model?
7. What is exclusive distribution?
8. What is the difference between C & F agent and distributor?
9. What is channel design?
10. What is TCA approach?

Part B

Answer the following questions

(8 Q x 5 M= 40 Marks)

11. Explain the role of marketing & sales in an organization.
12. What are the five methods of selling?

13. Explain the different types of sales forecast?
14. What is the procedure for designing sales territories?
15. On what factors you assess the sales training needs?
16. Explain how geographic sales organization is different from Product sales organization?
17. Write a short notes on different types of channel members.
18. What are the steps involved in channel design decision

Part C

CASE STUDY

(4 Q x 10 M= 40 Marks)

Paul Smith is the Sales Director of a leading pharmaceutical company. He has been in the industry for the last 10 years and has been a star in his various sales and marketing roles. His recent promotion, finds him managing managers. His leadership style has always been one of pace setting and leading by example. Having just gone through a sales force downsizing Paul has adopted an inspirational leadership style. Many people say they lead by inspiration or that they strive to inspire excellence in sales. But what exactly does it mean to inspire? The word inspiration comes from the Latin word 'spiraere' which means to breathe, to live. It is defined as i). To stimulate to action; motivate ii).To affect or touch

To this effect, Paul has worked very hard over the last 6 months to win the hearts of his sales management team and sales force. He has tried to personally connect with all members of the teams. He has met face to face with every rep in the sales force and has also met with many of the key opinion leaders. Positive comments like this is the first time a sales director has met with me coupled with endless requests to meet with customers has been an encouraging sign for Paul that this approach has merit. As he has evolved from a manager to a leader, Paul recognizes that the best way to achieve extraordinary results is to inspire his team. Paul has always been a dynamo and a self-starter. He has continually pushed himself to achieve. As a result of his drive and enthusiasm he has quickly been promoted into roles of greater responsibility. He has developed innovative sales programs and conducted exciting sales meetings that leave reps feeling highly motivated. He takes the time to recognize his people by sending encouraging notes and making inspirational speeches at sales meetings. Paul is the type of leader that that can motivate the people around him to achieve extraordinary results.

Let's see how Paul's organization inspires him:

Sales leaders are responsible for meeting company revenue targets, motivating their teams and ensuring customer satisfaction. Interestingly, most large organizations make it difficult for these people to make a difference. They burden sales leaders with support people who complicate decision making, put up road blocks and prevent innovation. In fact, the decision making power shifts from these leaders to support positions that have little contact with the customers. In Paul's case, there are several non performing sales reps on the team, whom Paul would love to fire. HR and legal mandate that these reps are put on a performance improvement program for at least 6 months. Which Paul knows will only continue to have a negative impact on sales performance. Despite Paul's development of some innovative programs, Paul and his team routinely come up against bureaucracy and road blocks. Paul has found that even the smallest initiatives require discussions and approvals which continually drain his energy. As a result, organizations inadvertently sap the enthusiasm and energy of their top leaders, them leaving them frustrated, burnt out and ready to leave. Who does Paul share His frustrations with? Where does he go for inspiration? The Boss His boss is far too busy and only reaches out when sales are down or there is an issue. In his present position, his boss is no longer an option. Paul's boss has his own issues to deal with. He expects Paul to identify the problems and solve them. The last thing Paul wants is to appear that he is not on top of his business. His Peers early in his career Paul had many peers with whom he could discuss his frustrations with. Now they are distrustful and battle with him for resources and recognition. His Direct Reports Paul wants to shield them from bigger issues. Paul's spouse will listen to his problems, but even though she is sympathetic, she is not in any position to assist him.

19. According to you what kind of leader is Mr.Paul? Justify your answer. [10 M]
20. Do you think Paul is getting motivation from his peers and boss? Support your answer based on case facts. What kind of leadership style Paul should adopt in this situation? [10 M]
21. What is motivation? What are the dimensions of motivation? [10 M]
22. Explain how a typical sales manager is different from a sales manager with leadership qualities?[10 M]



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Max Marks: 60

Max Time: 120 Mins

Weightage: 20 %

**2016 MBA III SEMESTER
MID TERM EXAMINATION**

I Semester AY 2017-2018

Course: **MKT 301 Sales & Distribution
Management**

12 OCT 2017

Instructions:

- i. Write legibly
 - ii. Draw graphs/diagrams for required questions
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Part A

(5Q x 2M= 10 Marks)

1. What is Sales Management?
2. What is Dyadic?
3. What are the two tasks included in preapproach?
4. Two functions of Sales Operations Planning.
5. Write any two roles of modern Sales Manager.

Part B

(6 Q x 5M= 30 Marks)

6. What are the emerging trends in Sales Management?
7. Explain the psychology of selling using buyer behavior model.
8. Explain the buying decision process of a customer.
9. Explain the reasons why sales people should get the knowledge of selling and sales-related marketing policies?
10. What are the steps involved in personal selling?
11. Why you think personal selling and sales management is important for you?

Part C

(1Q x 20M= 20 Marks)

12. a. What is the relationship between *sales objectives*, *strategies* and *tactics*? 5M

b. For the second batch of MBA admissions, Presidency University has shown 100% growth rate over first batch admissions (1 batch 25 students, 2nd batch 50 students). University has shown 400% growth rate in third batch MBA admissions (200 students). Assume if you join as 'Director-Admissions' in Presidency University and Management has given a target of 360 students for next academic year (fourth batch). Explain your (i) **sales force strategy** and (ii) **tactics** to achieve your target of 360 admissions for fourth batch. (Make assumptions, if required) 15M