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**PRESIDENCY UNIVERSITY  
BENGALURU**

**SET A**

**SCHOOL OF MANAGEMENT  
END TERM EXAMINATION - JAN 2024**

**Semester :** Semester V - 2021

**Course Code :** BBA3027

**Course Name :** Sales and Distribution Management

**Program :** BBA

**Date :** 10-JAN-2024

**Time :** 1:00 PM - 4:00 PM

**Max Marks :** 100

**Weightage :** 50%

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**Instructions:**

- (i) Read all questions carefully and answer accordingly.
  - (ii) Question paper consists of 3 parts.
  - (iii) Scientific and non-programmable calculator are permitted.
  - (iv) Do not write any information on the question paper other than Roll Number.
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**PART A**

**ANSWER ALL THE QUESTIONS**

**5 X 2M = 10M**

1. Explain how Sales Management becomes an integral part of Marketing Management.  
(CO1) [Knowledge]
2. What is the fundamental concept of Personal Selling in marketing?  
(CO2) [Knowledge]
3. Define compensation in the context of sales management.  
(CO3) [Knowledge]
4. Identify the key stages in the standard sales management process.  
(CO4) [Knowledge]
5. Name the concept of marketing channels.  
(CO5) [Knowledge]

**PART B**

**ANSWER ALL THE QUESTIONS**

**5 X 10M = 50M**

6. Highlighting the essential qualities for successful sales managers, Enumerate and Elaborate on the leadership skills, adaptability, and strategic flexibility required to inspire sales teams, set expectations, and navigate evolving market conditions, customer preferences, and industry trends.  
(CO1) [Comprehension]
7. Highlighting the imperative for sales professionals in a dynamic business landscape, Describe the significance of continuous improvement in selling skills and the selling process. Emphasize the instrumental role of feedback and adaptation in attaining long-term success in sales, both at the individual and organizational levels.  
(CO2) [Comprehension]

8. How does motivation, being a complex force, influence individuals by addressing both psychological and behavioral aspects? Discuss the psychological elements, including desires, needs, and emotions, and how theories like Abraham Maslow's focus on basic human needs, such as recognition, self-esteem, and self-actualization, impact an individual's motivation.

(CO3) [Comprehension]

9. In what manner does the standard sales process contribute to optimizing sales efforts and improving overall performance for organizations? Explore the significance of the key stages within this systematic and structured approach, detailing their roles from identifying potential customers to closing deals and nurturing long-term relationships.

(CO4) [Comprehension]

10. Evaluate the importance of channel planning in marketing, delineating the critical considerations and strategies entailed in the process. Assess how organizations can proficiently plan and optimize their marketing channels to align with both customer needs and organizational objectives.

(CO5) [Comprehension]

### **PART C**

#### **ANSWER ALL THE QUESTIONS**

**2 X 20M = 40M**

11. GlobalTech Solutions, a leading provider of cutting-edge software solutions, aimed to expand its sales efforts globally. This case study delves into the process of international market selection, emphasizing the factors considered by GlobalTech Solutions and highlighting the pivotal role of market research and strategic decision-making in this ambitious endeavor. GlobalTech Solutions conducted thorough market research to assess the potential and demand for its software solutions in various regions. The company analyzed economic indicators, industry growth rates, and technological adoption trends. Recognizing the increasing demand for its products in emerging markets, GlobalTech prioritized regions with a burgeoning technology landscape. Understanding the cultural nuances and regulatory environments of potential markets was paramount. GlobalTech evaluated the cultural compatibility of its products and assessed regulatory frameworks to ensure compliance. For instance, the company adapted its software solutions to align with local languages and accounting practices, anticipating the diverse needs of global customers. Delve into the process of international market selection, highlighting the factors that organizations should consider when expanding their sales efforts globally.
1. Discuss the role of market research and strategic decision-making in this context.

(CO4) [Application]

12. TechXperience, a multinational technology company, began a globalization strategy to expand its market reach beyond domestic borders. This case study delves into the implications of globalization on TechXperience's marketing channels, analyzing the challenges and opportunities encountered in managing channels across diverse geographical regions. As TechXperience expanded into Asian markets, it encountered cultural nuances impacting channel structures. While direct sales models were effective in some regions, others preferred indirect channels relying on strong distributor networks. Adapting to these diverse preferences required TechXperience to customize its channel structures, tailoring them to align with the cultural dynamics of each region. TechXperience faced regulatory challenges when entering the European market. Varied legal frameworks and compliance requirements posed obstacles to seamless cross-border operations. Navigating these complexities demanded a comprehensive understanding of local regulations, necessitating the establishment of legal advisory teams to ensure compliance while maintaining operational efficiency.

1. Analyze the implications of globalization on marketing channels, considering how international markets and cross-border operations impact channel structures and functions. What challenges and opportunities arise in managing marketing channels across diverse geographical regions?

(CO5) [Application]