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**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF MANAGEMENT
MID TERM EXAMINATION - NOV 2023**

Semester : Semester V - 2021

Course Code : BBA3027

Course Name : Sem V - BBA3027 - Sales and Distribution Management

Program : BBA

Date : 3-NOV-2023

Time : 2:00PM - 3:30PM

Max Marks : 50

Weightage : 25%

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.

PART A

ANSWER ALL THE QUESTIONS

(5 X 2 = 10M)

1. What are the qualities and duties of sales manager?
(CO1) [Knowledge]
2. Explain how Sales Management becomes an integral part of Marketing Management.
(CO1) [Knowledge]
3. What is the fundamental concept of Personal Selling in marketing?
(CO2) [Knowledge]
4. What is the purpose of a sales presentation, and how does it fit into the sales process?
(CO2) [Knowledge]
5. What is the key selling and buying styles, and how do they influence the sales process?
(CO2) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

(2 X 10 = 20M)

6. Can you illustrate how a sales manager's qualities affect their team's performance?
(CO1) [Application]
7. "Success of Sales Activity is largely dependent upon good Salesmen" - Discuss in the context of Sales Training.
(CO2) [Application]

PART C

ANSWER THE FOLLOWING QUESTION

(1 X 20 = 20M)

8. .
1. Healthy living company is a pharmaceutical company. They have a team of dedicated medical representatives. All of them aspire to become sales supervisors, managers, and officers. There are many instances of salesmen-started business growing into big companies e.g., Nirma, where the owner-salesman one day comes to head the firm as its chief executive. It is, however, observed that all sales people cannot become successful managers. A brilliant reporter may not become a good editor. The point is that the skill required for both the jobs are essentially different. Healthy living knows that a sales manager today faces complex responsibilities. He has to be a good team leader. A salesman operates on his own. It is not possible to transform oneself into a team leader all of a sudden. A sales manager has administrative and office duties. A salesman is in the field. Many salesmen may not like to swap the challenge of selling task for an administrative post. There are others who would love to accept the challenge of a new job. Healthy living wants to decide how to assess those who would not object to the shifts in attitude and habits required to be a successful manager.

Question:

Advise this company how it can identify the sales manager material amongst its own sales force.

(CO1) [Application]