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**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF MANAGEMENT
MAKE UP EXAMINATION - SEP 2023**

Semester : Semester VI - 2020

Course Code : BMK107

Course Name : Sem VI - BMK107 - Sales and Distribution Management

Program : BBA

Date : 13-OCT-2023

Time : 9.30AM - 12.00PM

Max Marks : 100

Weightage : 50%

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

(10 X 2 = 20M)

1. Define salesmanship. (CO1) [Knowledge]
2. In recent selling the electronic media is playing a important role in consumer buying process. In this context identify the role of E-selling. (CO2) [Knowledge]
3. List the types of buying situations. (CO2) [Knowledge]
4. Describe the elements of salesperson's knowledge in the selling process. (CO2) [Knowledge]
5. Describe any 2 methods of handling excuses in selling process. (CO3) [Knowledge]
6. Draw the Maslow's need hierarchy theory of motivation triangle. (CO3) [Knowledge]
7. Identify the consumer marketing channel levels for distribution of products. (CO4) [Knowledge]
8. Identify rational buying motives in scientific decision making process. (CO3) [Knowledge]
9. List any two advantages of sales territory? (CO1) [Knowledge]

10. Most of the customers are ignorant about the features and utility of a product as so many varieties, types and design, are available in the market. Describe the role of salesman in this context.

(CO2) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

(4 X 10 = 40M)

11. Depending on the size, nature, and product or service a company sells, a sales manager's responsibilities may vary, but in general, sales managers are the business leaders who set sales objectives and quotas and encourage their team to meet them. Explain the functions of salesperson.
12. Sales compensation is an important factor when attracting and retaining talent on your sales team. That's why getting your organization's sales compensation right is crucial to your success — you want to give the *best* talent a reason to accept a position on your sales team and stay with your company long-term. Explain the types of financial compensation in sales force compensation plans.
13. There are several types of sales training programs. The most comprehensive and longest is the induction training program for newly recruited sales personnel. More intensive and shorter programs on specialised topics, as well as periodic refresher courses – collectively known as continuing sales training – are presented for experienced sales personnel. For the given scenario explain ACMEE model.
14. There has been a lot of research by behavioural scientists and marketing scholars to examine whether selling is an art or science and various theories have been developed to explain the buyer-seller buying process. Explain the AIDAS theory of selling.

(CO2,CO1) [Comprehension]

(CO3,CO2) [Comprehension]

(CO4,CO3) [Comprehension]

(CO3,CO4) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS

(2 X 20 = 40M)

15. Prospecting can be done by the salesperson himself or by the company where he is employed. More and more companies are taking up this responsibility for finding and qualifying leads so that the salespeople can concentrate on the actual selling. Interpret the step of prospecting and qualifying prospects in scientific selling process.
16. If presentation is 'telling a story' about a product, demonstration is 'showing and telling'. Sales demonstration is an effective communication tool that invests the product with the sensory appeal. It attracts attention, creates interest and stimulates desire. This cannot be achieved through verbal presentations alone. A salesperson usually makes use of printed sales aids materials and, if possible, the product or at least a sample of the product to 'paint a picture' in the mind of the prospect. Demonstrate the importance of sales demonstration.

(CO3) [Application]

(CO4) [Application]