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**Presidency University**

**Bengaluru**

**SCHOOL OF COMMERCE**

**Make-Up Examinations, July 2024**

**Semester**: V

**Course Code**: BBA3027

**Course Name**: SALES AND DISTRIBUTION MANAGEMENT

**Program** : BBA

**Date**: 01 / July / 2024

**Time**: 09.30am to 12.30Pm

**Max Marks**: 100

**Weightage**: 50%

**Instructions:**

1. *Read the all questions carefully and answer accordingly.*
2. *Question paper consists of three parts.*
3. *Scientific and Non Programable Calculators are Permitted.*
4. *Do not write any information on the question paper other than roll number.*

**Part A**

**Answer any FIVE Questions. (5 Q x 2 M = 10 M)**

1. List out various types of ‘Sales Organization Structures’.

2. Define Sales Management.

3. State the key selling and buying styles, and how do they influence the sales process?

4. Outline the nature of motivation.

5. Define compensation in the context of sales management.

6. Describe the key stages in the standard sales management process.

7. Name the concept of marketing channels.

**Part B**

**Answer any FIVE Questions. (5 Q x 10 M = 50 M)**

8. The sales manager holds a critical position, bearing numerous responsibilities that directly impact the achievement of the company's sales goals.

1. Explain the responsibilities of a sales manager, focusing on how they contribute to meeting the organization's sales objectives.

9. Highlighting the necessity for sales professionals to thrive in a constantly evolving business environment. Based on this answer the below questions.

(i) Describe the continuous improvement in selling skills enhance the performance of individual sales professionals and contribute to the overall success of the organization.

(ii) Explain the feedback that play in the development of selling skills, and how can sales professionals effectively adapt to ensure sustained success in a dynamic business landscape?

10. Abraham Maslow's focus on basic human needs such as recognition, self-esteem, and self-actualization, impact an individual's motivation. – Answer the below questions that,

(i) How does motivation, being a complex force, influence individuals by addressing both psychological and behavioral aspects?

(ii) Discuss the psychological elements, including desires, needs, and emotions, and how theories like.

11. Describe compensation in the context of organizational management, and examine the different types of compensation plans, highlighting their features and applications in motivating and retaining sales teams.

12. 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.

13. In the kingdom of International sales management, navigating the complexities of diverse markets presents a myriad of challenges and considerations.   
 (i) Explore the challenges and considerations specific to International sales management. Discuss how cultural differences, market dynamics, and regulatory variations impact the standard sales management process in a global context.

14. Examine the significance of the structure and functions of marketing channels, or distribution channels, in facilitating efficient product distribution from producers to consumers. Analyze the interrelationships among various components and provide insights into how a meticulously designed marketing channel contributes to the overall success of a product in the market.

**Part C**

**Answer any TWO Questions. (2 Q x 20 M = 40 M)**

1. Apollo 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.   Apollo 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:

1. Advise this company on strategies to identify potential sales managers within its own sales force.
2. Explain the strategies that Apollo can employ to assess the potential of their medical representatives for transitioning into effective sales managers.

16. "Emerging trends in sales management have a significant impact on how organizations approach their sales strategies. Choose two emerging trends in sales management, and discuss their implications and potential benefits for organizations. Provide real-world examples of companies that have successfully adapted to these trends, and explain the strategies they employed to leverage these changes in sales management.

17. When Coca-Cola expanded its beverage offerings into the Middle East, the company encountered the challenge of interpreting survey responses within the cultural context. The market surveys indicated a preference for beverages with traditional flavors and reduced carbonation. However, the cultural significance of specific flavors required a nuanced approach. Coca-Cola addressed this challenge by collaborating with local taste experts, ensuring that survey results were accurately translated into product formulations that aligned with cultural preferences. Based on this case study,  
(i) Discuss the advantages and challenges associated with using the market survey approach in international sales management and illustrate how organizations have effectively utilized market surveys to inform their global sales strategies.