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**Presidency University**

**Bengaluru**

**SCHOOL OF COMMERCE**

**Summer Term End Term Examinations, August 2024**

**Date**: 12.08.2024

**Time**: 09:30 AM – 12:30 PM

**Max Marks**: 100 Marks

**Weightage**: 50%

**Winter Semester**: 2023 - 24

**Course Code**: BBA3027

**Course Name**: Sales and Distribution Management

**Program & Sem**: BBA & V

**Instructions:**

1. *Read the all questions carefully and answer accordingly.*

**Part A**

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

1. List the importance of sales management. (C.O.No.1) [Remember]
2. Differentiate between centralization and decentralization.

(C.O.No.1) [Remember]

1. Enumerate the factors influencing the buying style. (C.O.No.2) [Understand]
2. Discuss the selling skills requires to the sales people. (C.O.No.2) [Remember]
3. Describe the different components of sales force motivation.

(C.O.No.3) [Understand]

1. Compare between lead generation and lead qualification.

(C.O.No.4) [Understand]

1. Mention the functions of offline marketing channels. (C.O.No.5) [Remember]

**Part B**

**Answer any Five Questions (5 Q x10 M = 50 M)**

1. Analyze the different specializations in organizational structures and their impact on business performance, collaboration, and strategic alignment.

(C.O.No.1) [Analyze]

1. Innovation diffusion theory (IDT) plays a crucial role in understanding how new products or services are adopted and spread within markets. Discuss the key principles of innovation diffusion theory and its implications for sales strategies. (C.O.No.2) [Comprehension]
2. Describe the different selling and buying styles, their characteristics, and how they influence the sales process. (C.O.No. 2) [Evaluate]
3. Analyze the impact of different compensation plans on sales team behavior and overall company profitability. Which plan would you recommend and why? (C.O.No.3) [Analyze]
4. Design a market selection framework for a company looking to expand globally. What key elements would you include, and how would you ensure its adaptability to different industries? (C.O.No.4) [Analyze]
5. Discuss a multi-dimensional sales evaluation framework that considers individual performance, team dynamics, and market conditions. What key factors should be included, and how should they be weighted?

(C.O.No.3) [Evaluate]

1. How would you design a comprehensive marketing channel strategy for launching a new product in an emerging B2B market? What factors would you consider to ensure effective market penetration and competitive advantage?

(C.O.No.5) [Analyze]

**Part C**

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

1. TechGenius Inc. is a mid-sized technology company specializing in the development and sale of innovative smart home devices and solutions. The company's product lineup includes smart thermostats, security cameras, smart locks, home automation systems, and voice-controlled assistants. TechGenius Inc. is considering restructuring its organizational setup to better support its growth and enhance operational efficiency.

As a consultant, you are tasked with the following:

1. Sketch an organization chart for each proposed structure.
2. Analyze the characteristics of each structure.
3. Discuss the merits and demerits of each structure.

(C.O.No. 1) [Application]

1. Imagine you are a sales representative for a company that provides innovative payment app devices (Paytm sound box) designed for small and medium-sized businesses (SMBs). These devices integrate seamlessly with smartphones and tablets to facilitate secure and efficient transactions. You've identified a chain of boutique retail stores that could benefit from your payment app devices. Describe the complete selling process you would follow, starting from the initial prospecting stage to managing the customer relationship post-sale. Include your key actions at each step and explain why they matter. (C.O.No.2) [Application]
2. Propose a framework for evaluating the performance of different marketing channels. What key metrics should be considered, and how can they be effectively monitored and analyzed?

(C.O.No. 5) [Application]