

Code No: **21BA201A****I MBA - II Semester - Regular / Supplementary Examinations  
JULY 2024****MANAGEMENT OF FIELD SALES**

Duration: 3 Hours

Max. Marks: 70

- Note: 1. This question paper contains three Parts-A, Part-B and Part-C.  
2. Part-A contains 8 short answer questions. Answer any **Five** Questions.  
Each Question carries 2 Marks.  
3. Part-B contains 5 essay questions with an internal choice from each unit.  
Each Question carries 10 marks.  
4. Part-C contains one Case Study for 10 Marks.  
5. All parts of Question paper must be answered in one place

BL – Blooms Level

CO – Course Outcome

**PART - A**

		BL	CO
1. a)	Examine the importance of understanding customer needs and preferences in relationship-driven selling.	L1	CO1
1. b)	Discuss the challenges and opportunities associated with the growth stage of the product life cycle.	L2	CO2
1. c)	Explain the concept of product differentiation.	L2	CO3
1. d)	Discuss the significance of account-based sales management (ABSM) in modern sales strategies.	L2	CO4
1. e)	Discuss the key principles of adaptive sales closing.	L2	CO5
1. f)	Explain the role of technology in modern sales communication.	L2	CO2

1. g)	Discuss the importance of storytelling in solution selling.	L2	CO3
1. h)	Examine the importance of goal setting and performance management in sales team management.	L1	CO4

## **PART – B**

			BL	CO	Max. Marks
<b><u>UNIT – I</u></b>					
2.	a)	Define field sales and explain its importance in the context of modern business.	L1	CO1	5 M
	b)	Discuss the typical process followed by a field sales representative when approaching a potential client.	L2	CO1	5 M
<b>OR</b>					
3.	a)	Discuss the key principles of relationship-driven selling and how they differ from traditional sales methods.	L2	CO1	5 M
	b)	Explain how value-based selling can help sales professionals overcome price objections and negotiate effectively.	L2	CO1	5 M
<b><u>UNIT – II</u></b>					
4.	a)	Illustrate communication in the context of sales. Explain its significance in building successful sales relationships.	L3	CO2	5 M
	b)	Illustrate the significance of clarity and simplicity in sales communication. How can sales professionals ensure their messages are easily understood by customers?	L3	CO2	5 M

<b>OR</b>					
5.	a)	Explain the relevance of the product life cycle concept in today's dynamic market environment.	L4	CO2	5 M
	b)	Analyze the steps involved in the sales forecasting process. How can businesses ensure that their sales forecasts are accurate and reliable?	L4	CO2	5 M
<b><u>UNIT-III</u></b>					
6.	a)	Explain the importance of understanding customer needs and pain points when developing products and solutions.	L4	CO3	5 M
	b)	Describe the consultative selling approach and its role in solution selling.	L2	CO3	5 M
<b>OR</b>					
7.	a)	Explain the stages of the buying process model. How do customers progress through these stages when making purchasing decisions?	L2	CO3	5 M
	b)	Discuss the importance of understanding the buyer's journey in opportunity classification.	L2	CO3	5 M
<b><u>UNIT – IV</u></b>					
8.	a)	Analyze the key components of an account-based sales management strategy.	L4	CO4	5 M
	b)	Explain about the key characteristics of adaptive selling. What skills and qualities are essential for sales professionals to effectively implement adaptive selling strategies?	L4	CO4	5 M

<b>OR</b>					
9.	a)	Explain the importance of practice and rehearsal in preparing for a sales pitch or presentation.	L4	CO4	5 M
	b)	Define sales negotiation and explain its importance in the sales process.	L2	CO4	5 M
<b><u>UNIT – V</u></b>					
10.	a)	Illustrate the significance of flexibility and creativity in adaptive sales closing.	L3	CO5	5 M
	b)	Explain the role of customer support and assistance in post-sales service management.	L4	CO5	5 M
<b>OR</b>					
11.	a)	Discuss sales team management and explain its importance in achieving sales goals and objectives.	L2	CO5	5 M
	b)	Discuss the benefits of implementing sales automation for businesses.	L2	CO5	5 M

### **PART –C**

			L4	CO2	10 M
12.	<p>A consumer electronics retailer is planning its sales strategy for the upcoming holiday season. The company wants to develop a sales forecast and allocate resources effectively to maximize revenue during the peak shopping period.</p> <p>a. Discuss the importance of accurate sales forecasting for retailers, especially during peak seasons like the holidays.</p> <p>b. Identify the key factors that the consumer electronics retailer should consider when forecasting sales for the holiday season.</p> <p>c. Recommend strategies for the retailer to optimize inventory management, staffing levels, and marketing initiatives based on the sales forecast and anticipated customer demand.</p>				