

Code No: **21BA201A**

**I MBA - II Semester - Regular / Supplementary Examinations
JULY 2023**

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)	Define Field Sales.	L1	CO1
1. b)	Discuss any two responsibilities of Sales Executive.	L2	CO1
1. c)	Define Sales Communication.	L1	CO2
1. d)	Define Product.	L1	CO2
1. e)	Summarize the importance of “after sales service”.	L2	CO3
1. f)	Define pitching.	L1	CO4
1. g)	Discuss the relevance of time management for field executive.	L2	CO5
1. h)	Explain Sales Automation.	L2	CO5

PART – B

			BL	CO	Max. Marks
<u>UNIT – I</u>					
2.	a)	Briefly discuss about the evolution of field sales.	L2	CO1	3 M
	b)	“Values play important role in building customer relationship”. State few value based strategies by sufficing the statement above.	L1	CO1	7 M
OR					
3.	a)	Explain briefly about the importance of Field Sales for an organization.	L2	CO1	3 M
	b)	Discuss the relationship driven selling-fundamentals. Explain.	L2	CO1	7 M
<u>UNIT – II</u>					
4.	a)	Illustratively discuss the Four stages of PLC.	L3	CO2	3 M
	b)	Demonstrate the Theoretical Foundation of Product Life Cycle (PLC).	L3	CO2	7 M
OR					
5.	a)	Classify the types of Sales Forecasting techniques. Explain.	L4	CO2	5 M
	b)	Explain the Importance of Sales forecasting.	L4	CO2	5 M
<u>UNIT-III</u>					
6.	a)	Explain Products and Solutions support Sales executives.	L2	CO3	5 M

	b)	Discuss about the buying process and elaborate about the fundamentals associated.	L2	CO3	5 M
OR					
7.	a)	Illustrate the approaches for Solution Selling.	L3	CO3	5 M
	b)	Discuss the Opportunities with suitable examples.	L2	CO3	5 M
<u>UNIT – IV</u>					
8.	a)	Analyze companies manage ‘Account based sales management’. Explain.	L4	CO4	5 M
	b)	Explain the Adaptive Selling strategy.	L4	CO4	5 M
OR					
9.	a)	“Consultative Interactions help the salesman in increasing the sale”, Explain.	L4	CO4	6 M
	b)	Demonstrate about the Sales negotiation techniques.	L3	CO4	4 M
<u>UNIT – V</u>					
10.	a)	“Sales closing is an art to be possessed by a field executive”. Derive the Adaptive Sales Closing technique to justify the statement.	L4	CO5	6 M
	b)	Explain the various ways to manage sales teams.	L4	CO5	4 M
OR					
11.	a)	Analyze briefly about post-sales Service management.	L4	CO5	3 M
	b)	Explain Personal Development for the Sales manager helps in proper sales management.	L4	CO5	7 M

PART –C

		BL	CO	Max. Marks
12.	<p>"To say that I am exceedingly upset by what I witnessed in one of our dealer's offices, the other day would be a gross understatement. I saw one of our sales representatives trying to sell to a dealer and he did not know what he was talking about. He could not answer some of the simplest questions of the dealer about our product and kept saying that he would find out the answer from the head office. Needless to say he didn't make the sale," opined Mr. Khurana, President of the Innova Computer Company. Mr. Roy, the newly hired sales manager for the company, decided to take note of this and asked "Is this representative of the entire sales force or an isolated case?"</p> <p>"Mr. Roy that's what I am paying you to find out and do something about." said Mr. Khurana as Roy, walked back to his new office to deal with a multitude of other sales operation problems, he saw his task unfolding as two major activities.</p> <p>(a) To determine how much the present sales force really knew about the computer products and how they are used.</p> <p>(b) To develop an effective programme to equip the sales force with the required product knowledge.</p>	L4	CO3 CO4	10 M

On reaching his desk, Roy, called his assistant Vinod. Vinod had been with the company since its inception eight years ago. Vinod started as a part time worker, while he studied for his graduation, and when he graduated, joined the company full time. He was a little frustrated that he hadn't been promoted to Sales Manager. When Roy was brought in from outside by Mr. Khurana. Roy asked Vinod, "I've just been in a meeting with Mr. Khurana and he has rather firm conviction that the product knowledge of our representatives isn't what it should be.

He wants us to do something about it. How do you feel about this?"

"Oh, don't pay too much attention to the old man. He's been on that trip ever since he started the company. As far as he is concerned, no sales representative ever knows enough about the product or knows enough about the customer's problems. It doesn't make any difference to him that we are selling fairly well and sometimes exceeding quotas. In his eyes, that's just because the product is so good. He thinks he is the only one in the company who really knows about the product. It doesn't matter what you do, he'll still be saying the same things to you, every time he sees one of the representatives making a presentation," replied Vinod. Roy thanked Vinod for his opinions but couldn't help wondering

whether he could afford to ignore Mr. Khurana's comments.

Questions :

(a) Demonstrate the ways Roy determine how much the sales representatives know about the product and its applications.

(b) Discuss the ways he plan to develop the desired degree of expertise among sales people.