



MBA DEGREE EXAMINATIONS: APRIL 2018

(Regulation 2017)

Second Semester

MASTER OF BUSINESS ADMINISTRATION

P17BAEEP213: Professional Selling and Sales Management

Time: Three Hours

Maximum Marks: 50

COURSE OUTCOME

- CO1:** Relate conceptual and applied knowledge in the area of Sales management
- CO2:** Plan sales process, Practice Selling skills and show ethical behaviour
- CO3:** Evaluate the various facets of sales force control system.

PART A (1 x 20 = 20 Marks)

1. Terri Ann masters sales managers for Rudolph Manufacturing, was wrestling with a critical issue related to one of her long time and, until recently, most talented sales people, Jason Benjamin. With the company nearly 15 years Jason has been one of its top sales people for 11 of those years at first, Terri Ann thought it was just “bad luck” and Jason would be able to turn it around. Now, however, after four years of seeing Jason miss sales targets and hearing increasing complaints from customers, Terri Ann new something was wrong K₄ CO₃

This was especially critical for Rudolph because Jason called on Company’s biggest clients. Jason had worked his way up in the company and been given these accounts. During his first three years with the accounts, Jason generated substantial new business from his clients. Management at the customers had actually gone to the trouble of calling Terri Ann and complementing Rudolph on the relationship Jason had established. The end result was that Jason frequently exceeded his sales quotas and received healthy bonuses.

In the last few years, however, there was very little new business coming from Jasons accounts. At the same time, Terri Ann knew this companies were growing and were taking business to other competitors. It was not that Jason had lost the accounts; They were still doing a reasonable business with Roudolph. Rather, Terri Ann recognized there was additional business the company was not getting for some reasons.

Of even greater concerns was the number of complaints about Jason that had been coming into Terri Ann. Jason certainly did not have the greatest number of complaints, but given his history, they were high. In addition, Jason seemed to be less motivated. When Terri Ann would call his office on Friday noon’s, She would find that he had already left for the weekend. The “old” Jason was one of the hardest – working sales people in the company.

The problem was coming to a head. Management had a big push on inside the company to increase productivity. Terri Ann also had several younger sales people who were eager to move into larger, more demanding and higher potential accounts.

Questions

1. You are Terri Ann Masters. What would you do about Jason Benjamin?
2. What would you do with this younger sales people who are looking for new opportunities inside the company?
3. Offer ideas on why Jason's performance might have slipped after all these years with the company?

Answer ALL the Questions

PART B (5x6 = 30 Marks)

(Answer not more than 10 lines)

- 2 Considering you as a sales man. Explain in detail the steps involved selling any **one** K4 CO2
of the following products
1. Premium car
 2. FMCG goods
- 3 The sales manager for one of the nation's largest producers of consumer goods has K2 CO1
identified eight factors that appear to be positively related to effective performance.
The manger HR, who is concerned about high turnover rates among the sales force,
would like to use this information to improve the company recruitment and hiring
process. The key factors are
1. Priority setting.
 2. Initiative and follow-through,
 3. Working efficiency with others
 4. Creativity and innovation,
 4. Thinking and problem solving
 5. Leadership and communication
- a. How would this factors become part of the company's recruiting a hiring process?
 - b. How would you define these factors and determine if applicants for sales positions possess these factors
- 4 The newly joined sales representative was perplexed about his inability to learn about K4 CO1
consumer needs. After making several joint calls with him, the district sales manager
agreed he was not receiving informative response to his questions and understanding
was not up to expected level. List few training methods for the sales representatives
and suggest the suitable method to improve his performance.

- 5 When designing sales compensation plans, it's important to meet the relationship selling objectives and at the same time appropriately reward the person who has meet these objectives. How would you design sales compensation plans to match the following company objectives and sales environment situations? List the types of compensation and suggest the suitable one. K₄ CO₃

Company has a protect-and-grow revenue objectives in a sales environment characterized by slow growth, many competitors, and few product introductions. The firms primary source of differentiation is its excellent sales force.

- 6 A large corporation notices an irregular decrease in the sales of few representatives. The district sales manager wishes to redefine the evaluation criteria and wish to propose an effective performance evaluation system for the sales representatives. Suggest few evaluation techniques which will improve the sales rep performance. K₃ CO₃

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