



MBA DEGREE EXAMINATIONS: DEC 2023

(Regulation 2020)

Third Semester

MBA - INNOVATION ENTREPRENEURSHIP AND VENTURE DEVELOPMENT

P20IES3108: Sales for Founders

COURSE OUTCOMES

- CO1:** Understand and apply concepts of Sales, Sales strategy, team formation.
- CO2:** Analyze customer needs by developing qualifying questionnaire to build customer relationships and strategies for customer acquisition.
- CO3:** Evaluate situations/scenarios and develop negotiation strategies to boost sales.
- CO4:** Evaluate sales performance and develop sales management methods and use analytics to take decisions scientifically.

Time: Three Hours

Maximum Marks: 100

Answer all the Questions

PART A (5 x 2 Marks = 10 Marks)

1. Assertion (A): According to Marketing Concepts, products are bought because of their quality and other features. CO1 [K₁]
Reason (R): The marketing concept aims to find out the needs and requirements of customers and satisfying them in an effective manner.
- a) Both Assertion (A) and Reason (R) are true, and Reason (R) is the correct explanation of Assertion (A). b) Both Assertion (A) and Reason (R) are true, and Reason (R) is not the correct explanation of Assertion (A).
- c) Assertion (A) is true, but Reason (R) is False d) Assertion (A) is False, but Reason (R) is true.
2. Assertion (A): Main focus of the selling concept is to sell the existing product through aggressive selling and promotional efforts. CO2 [K₂]
Reason (R): Selling concept assumes that customers can be persuaded and manipulated to buy the products.
- a) Both Assertion (A) and Reason (R) are true, and Reason (R) is the correct explanation of Assertion (A). b) Both Assertion (A) and Reason (R) are true, and Reason (R) is not the correct explanation of Assertion (A).
- c) Assertion (A) is true, but Reason (R) is False d) Assertion (A) is False, but Reason (R) is true.

3. Assertion (A): Marketing is a wide term. CO3 [K₁]

Reason (R): Marketing involves a whole range of activities relating to planning, pricing, promoting, and distributing the products that satisfy customer's needs.

- a) Both Assertion (A) and Reason (R) are true, and Reason (R) is the correct explanation of Assertion (A). b) Both Assertion (A) and Reason (R) are true, and Reason (R) is not the correct explanation of Assertion (A).
- c) Assertion (A) is true, but Reason (R) is False d) Assertion (A) is False, but Reason (R) is true.

4. Assertion (A): A good design can improve the performance of a product and give it a competitive advantage in the market. CO4 [K₃]

Reason (R): Standardisation is the process of classification of products into different groups, on the basis of some of its important characteristics such as quality, size, etc.

- a) Both Assertion (A) and Reason (R) are true and Reason (R) is the correct explanation of Assertion (A). b) Both Assertion (A) and Reason (R) are true, and Reason (R) is not the correct explanation of Assertion (A).
- c) Assertion (A) is true, but Reason (R) is False d) Assertion (A) is False, but Reason (R) is true.

5. Assertion (A): Personal Selling reaches a limited number of people. CO3 [K₃]

Reason (R): Personal Selling is highly flexible as the message can be adjusted.

- a) Both Assertion (A) and Reason (R) are true, and Reason (R) is the correct explanation of Assertion (A). b) Both Assertion (A) and Reason (R) are true, and Reason (R) is not the correct explanation of Assertion (A).
- c) Assertion (A) is true but Reason (R) is False d) Assertion (A) is False, but Reason (R) is true.

Answer all the Questions

PART B (10x 2 Marks = 20 Marks)

6. Explain the conceptual framework of sales. CO1 [K₁]
7. How to convert leads to customer? CO1 [K₂]
8. Explain Buyer Persona. CO2 [K₂]
9. Explain the concept of Value Creation. CO2 [K₁]
10. How to measure sales strategy success? CO4 [K₁]
11. Explain the process of building a team. CO3 [K₃]
12. Define Sales negotiation. CO4 [K₁]
13. What is human resource strategy in term of sales focus? CO4 [K₂]

14. How to manage healthy competition in a business? CO3 [K₂]
15. Explain the need of sales strategy with a real-time example. CO1 [K₂]

Answer all the Questions

PART C (4 x 10 Marks = 40 Marks)

16. Demonstrate various strategies to onboard first 100 customers with example. CO1 [K₂]
17. Explain the concepts of value creation, delivery, and communication to the consumers with example. CO3 [K₂]
18. Explain the conceptual framework of sales and how to be contextual to the buyer personas and how to reach out, engage and convert leads to customers. Explain with real time example. CO2 [K₃]
19. Explain the basics of sales negotiation using game theory. CO4 [K₂]

Answer any two Questions

PART D (2 x 15 Marks) = 30 Marks

20. Explain sales strategy tools with relevant case situation. CO1 [K₁]
21. Explain Mckinsey 7S Framework in a business perspective. CO2 [K₃]
22. Explain sales force optimization with Example. CO4 [K₂]
