

MBA DEGREE EXAMINATIONS: NOV/DEC 2024

(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 (10 x 2 = 20 Marks)

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| 1. What are the basic functions of sales in a business? | CO1 | [K ₁] |
| 2. How can sales strategies be tailored to different buyer personas? | CO1 | [K ₁] |
| 3. What are the key steps to converting a lead into a customer? | CO1 | [K ₁] |
| 4. What is a buyer persona in sales? | CO2 | [K ₁] |
| 5. Why is buyer profiling important for sales success? | CO2 | [K ₁] |
| 6. What is sales force optimization? | CO3 | [K ₁] |
| 7. Why is compensation an important aspect of sales team motivation? | CO3 | [K ₁] |
| 8. How can sales analytics improve decision-making for a sales manager? | CO3 | [K ₁] |
| 9. What is the basic concept of negotiation in sales? | CO4 | [K ₁] |
| 10. How can game theory be applied to sales negotiations? | CO4 | [K ₁] |

Answer any FIVE Questions:-

PART B (5 x 16 = 80 Marks)

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| 11. Explain the fundamental principles of sales and how these principles apply when onboarding the first 100 customers. | CO1 | [K ₅] |
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| 12. | Analyze the role of buyer personas in shaping the sales strategy for startups. How does being contextual to buyer personas improve customer engagement? | CO1 | [K ₄] |
| 13. | Define and explain the importance of buyer personas in sales. How do accurate personas enhance the segmentation and profiling process? | CO2 | [K ₅] |
| 14. | Discuss the importance of designing the right compensation and motivation strategies for sales teams. How do these strategies influence sales performance? | CO3 | [K ₆] |
| 15. | Examine the key elements of sales team optimization. How does data-driven decision-making play a role in optimizing a sales force? | CO3 | [K ₄] |
| 16. | Explain how game theory can be applied to sales negotiations. What are some game theory strategies that can be used in a competitive sales environment? | CO4 | [K ₅] |
