

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA

PGDM / PGDM (M)

FOURTH TRIMESTER (Batch 2020-22)

END TERM EXAMINATIONS, OCTOBER, 2021

Course Name	SMBD GR 3	Course Code	MKT401
Max. Time	2 hours	Max. Marks	40 MM

INSTRUCTIONS:

- It is a closed book examination.
- Be warned that the pressure of time is built in the time duration of the examination and if you waste your time in looking and looking answer from outside sources either you will fail to find the answer or left with no time to give good answer.
- Be precise and clear in your answer. Wherever mentioned step-wise answer will be complete answer.
- Answer any four questions out of six. All questions carry equal marks.
- Q 6 has two parts. Each part carries five marks.

Questions

- Explain how the process vary for selling the following products?
 - Active data warehouses that cost crores of Indian rupees
 - Copiers that cost INR 3 Lakhs
 - Kissan's Tomato Ketch up sales to a grocery chain
 - PVC pipe fittings sold to a plumbing distributor
- Internet technology has affected the personal selling process. Explain. Which step of the personal selling process has been most impacted by internet technology?
- Shyam is a Sales Manager who prefers to use output measures for goals. Mahesh, another Sales Manager, prefers the use of input measures. Summarize the advantages and disadvantages of both approaches. What type of products/services lend themselves to each type and why? Can Milford Industries case help you to explain the answer?
- Using the following information, perform a breakdown and workload computation to estimate how many salespersons XYZ Inc. will need to service their customers. Forecasted sales for next year are INR 110 million and an average salesperson sells INR 9 million annually. In addition, the XYZ sales manager has categorized existing accounts into 41 "A," 105 "B," and 225 "C" customers. "A" accounts are visited weekly, "B" accounts monthly, and "C" accounts every other month. Salespersons are required to make 4 calls per day and be in the field 4 days per week. Because of vacation, training, and holidays, each salesperson works 48 weeks a year. In addition to calling upon existing accounts, salespersons are assigned a quota of calling upon 10 percent new accounts and devoting 5 percent of their time to information gathering duties. Step-wise answer is necessary to demonstrate that you understand how to do it and score.

5. Design an Induction Sales training Program for new recruits in the placement division of a MBA School having 1200 students. Will the 'sales force in the placement division need continuous training programs too? If so, draw a module for such training program.
6.
 - a. Compose a table with five rows and three columns. List the five potential ways to structure a sales force in the left hand column and then discuss the advantages and disadvantages of each sales structures in the middle and far right column. Do you think that learning of Spectrum Brands can help you to make recommendation?
 - b. Manesar located south of Gurgaon, has undergone rapid growth. It is now the second largest city in Gurgaon District, next to Gurgaon. As a Sales Manager, Gurgaon, you knew the time would come when there will be more potential clients than your present sales force could handle. Your organization has authorized splitting two Gurgaon sales territories under your control into four. What type of sales goals do you think would be the most important to focus on given the situation?