

## JAIPURIA INSTITUTE OF MANAGEMENT

### **POST GRADUATE DIPLOMA IN MANAGEMENT**

THIRD TRIMESTER (Batch 2016-18)

END TERM EXAMINATION (April, 2017)

Course Name	Sales Management and Business Development (SMBD)	Course Code	MKT301
Max. Time	2 hours	Max. Marks	40

Instructions: All the questions are compulsory

1. Discuss several guidelines to improve the effectiveness of salesforce motivation and reward system management. (5M)
2. The presentations that a salesperson makes to the prospect can be either canned presentation, organized presentation or tailored presentation. You are heading the sales organization at Fincare- offering personalized Financial Planning and Wealth Management services. Under what circumstances would you advise your salespeople to use these sales presentation methods? (10M)
3. Discuss with examples how “Order Taker” sales position is different from “Order Getter” position ? (5M)
4. What is personal selling? Explain the three types of personal selling – industrial selling, retail selling and services selling (8M)
5. Read the case and answer the questions after it :

“Why two out of five salespersons have resigned within six months of joining the company?” asked marketing director to the sales manager, Sunil Kumar, of Swishflow Ltd.. “I think there is something wrong with our staffing process, responded Sunil Kumar, without knowing the real reasons for the turnover of salespeople. Swishflow Ltd. started manufacturing and marketing consumer durables like fans and water purifiers for household consumers and commercial firms in 1993. The sales and marketing office was located in Mumbai, the commercial capital of India. Swishflow was a newly established company and for its first year of operations, the company decided to recruit five salespersons to cover major metros and cities of Maharashtra. The staffing process included the sales manager deciding the job qualifications of salespersons based on what he learnt in the MBA programme. The administration manager was asked to place the advertisement in the local newspapers. The resume of applicants were forwarded to Sunil Kumar, who screened the same and sent interview calls to about ten applicants. The interviews were conducted by Sunil Kumar and the marketing director and the selected candidates were given appointment letters. Some of the candidates had a problem of finding suitable residence, but the company policy did not provide any consideration for the same. Sunil Kumar conducted one week training programme and generally guided the new salespersons, who reported to him directly.

There was a delay in the receipt of the fans from the factory, located at Baroda I Gujarat. During this period of three months, Sunil Kumar was asked to conduct market surveys and

look after advertising function of the entire group. He asked salespersons to collect market information on various other products like water purifiers, power tillers and so on in which the group was interested to diversify.

During this period, two salespersons suddenly stopped coming to work, after collecting their salaries of the previous working month.

Q5a What improvements do you suggest in the staffing process followed by the company?  
(7M)

Q5b Was Sunil Kumar right in getting the market surveys done by the new salespersons?  
Explain (5M)

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