

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA
PGDM / PGDM (M) / PGDM (SM), THIRD TRIMESTER (Batch 2021-23)
ENDTERM EXAMINATION, April 2022

Course Name	SMBD B	Course Code	MKT-XO103
Max. Time	2 hours	Max. Marks	40 MM

INSTRUCTIONS:

- It is not an open book exam
- Be precise and clear in your response.
- Each question is of 10 marks. Attempt any 4 questions
- The question attempted may be marked a cross(x) and the question paper attached with the answer book.**
- Plagiarism score is as per norms of the institute.

QUESTIONS

- Need Satisfaction Method of sales presentation is effective with the use of FAB approach. Do you agree? **Identify** a feature, an advantage and a benefit for the following products and services, assuming you are going to make this presentation to your Sales Manager: (a) Washing Machine (b) passenger car (c) MBA Program and (d) life insurance.
- In what manner the approach step is in **contrast** with the pre-approach step. Describe the approach techniques used by the salespersons with examples. Has technology affected the techniques?
- Explain** the methods used for handling buyer's objections. How would you handle if a mother-buyer feels the price of your refrigerator is high and she cannot afford it?
- Discuss the importance of using different types of quotas in evaluating and controlling salesperson performance. Take a product market situation and explain which types of quota is appropriate.
- Compute the answer step wise to **determine** the size of sales force:
A sales firm has 200 "A" consumers and 200 "B" consumers, and each sales call to an A consumer takes 1 hour and each sales call to a B consumer takes 2 hours. The firm expects 75 sales calls per year to A consumers and 100 sales calls per year to B consumers. The salespeople spend 20 percent of their time on non-selling tasks and 25 percent of their time traveling from sales call to sales call. How large should the sales force be?
The sales firm is in the early stage of growth in its product life cycle. Can there be other methods to determine the size of sales force to get the optimum results.

6. Given the information below, **interpret** your understanding of the following Sales Representatives. What is or is not resulting into their performance? The figures are in INR Crores. **Write your answer in the remaining space of the page.**
-

	2011 Sales	2012 Sales	2013 Sales	Comments
Justin	0.8	0.86	0.95	Three years of experience; named outstanding trainee three years ago
Jayshri	1.04	1.11	1.19	Ten years of experience, three years in the INR 1 Crore Club and had a baby!
Dev	1.09	1.03	0.98	Twenty years of experience; 2013 is the first time the rep didn't make the INR 1 Crore Club in ten years
