



Online PGDM

First Year, Trimester 1, June 2023

Course Name : Sales Management & Business Development

Max Marks : 70

Course Code : 3101

Max Time : 2 hrs

**Instructions for Students: All questions are compulsory and use of Generative AI and other AI tools are restricted.**

**SECTION A: ALL QUESTIONS CARRY 2 MARKS EACH**

**SECTION B: QUESTION IS OF 10 MARKS**

**SECTION C: BOTH QUESTIONS CARRY 20 MARKS EACH**

**Section A : Objective Type Questions**

**Question 1: What is the primary goal of sales management?**

- A) Profit maximization
- B) Customer satisfaction
- C) Cost reduction
- D) Employee motivation

**Question 2: Which stage of the sales process involves identifying potential customers?**

- A) Prospecting
- B) Closing
- C) Presenting
- D) Qualifying

**Question 3: What is a common characteristic of a successful salesperson?**

- A) Introverted personality
- B) Lack of product knowledge
- C) Effective communication skills
- D) Avoiding customer relationships

**Question 4: In business development, what does SWOT analysis stand for?**

- A) Strengths, Weaknesses, Opportunities, Threats
- B) Sales, Wins, Objectives, Targets
- C) Strategy, Workforce, Optimization, Trends
- D) Structure, Workflow, Organization, Technology

**Question 5: What is the purpose of a sales forecast?**

- A) Tracking employee attendance
- B) Estimating future sales revenues
- C) Identifying customer complaints
- D) Analyzing competitor pricing

**Question 6: Which sales metric measures the number of new customers acquired during a specific period?**

- A) Customer retention rate
- B) Customer satisfaction index
- C) Customer acquisition cost
- D) Customer lifetime value

**Question 7: What is a key element in developing a successful sales pitch?**

- A) Talking only about the product features
- B) Ignoring customer objections
- C) Customizing the pitch to the customer's needs
- D) Avoiding eye contact with the customer

**Question 8: What is the significance of relationship selling in business development?**

- A) Focuses on short-term transactions
- B) Prioritizes one-time sales
- C) Emphasizes building long-term customer relationships
- D) Ignores customer feedback

**Question 9: Which negotiation strategy involves finding a middle ground that satisfies both parties?**

- A) Win-lose
- B) Lose-lose
- C) Integrative
- D) Distributive

**Question 10: How can technology contribute to sales management and business development?**

- A) By discouraging customer engagement
- B) By automating repetitive tasks
- C) By limiting data analysis
- D) By reducing communication channels

**Section B : Subjective Type Questions (Short Answer Questions)**

**Max. Marks-10**

**Question 11: Discuss three essential qualities that a successful salesperson should possess, providing examples of how these qualities contribute to effective sales.**

**Section C : Subjective Type Questions (Long Answer Questions)**

**Max.Marks: 20 \*2= 40**

**Question 12:**

Imagine you are tasked with devising a strategic sales pitch for a unique and innovative product—an AI-powered personal productivity assistant designed to enhance time management and task prioritization. Consider the scenario where this cutting-edge product is set to launch in a market saturated with traditional productivity tools. Your challenge is not only to showcase the distinct features and benefits but to revolutionize the conventional approach to selling such tools.

**In your response, outline a comprehensive sales pitch strategy incorporating Robert Cialdini's principles of persuasion.**

Begin with a captivating opening that not only grabs attention but sets the tone for a paradigm shift in how individuals approach personal productivity. Think creatively; this could involve incorporating elements such as a short interactive demonstration, a thought-provoking scenario, or a relatable anecdote that emphasizes the challenges of modern-day time management. Moving forward, delve into the key features of the AI-powered productivity assistant. Highlight not just the functionalities but the transformative impact on users' daily routines. Use persuasive language to convey not only what the product does but also why it's a game-changer in the realm of personal productivity. Consider the target audience for this innovation—busy professionals, entrepreneurs, and students seeking efficient ways to manage their time and tasks. Tailor your pitch to address their specific pain points and aspirations, showcasing the personalization and adaptability of the AI assistant. Incorporate elements that challenge conventional thinking. How can the sales pitch disrupt preconceived notions about productivity tools? Perhaps introduce a unique pricing model, a socially responsible component, or a feature that sets it apart from traditional competitors. Conclude your pitch with a powerful closing statement that leaves a lasting impression. Encourage potential users not just to adopt a new tool but to embrace a transformative approach to productivity.

**Question 13:**

Envision yourself in a scenario where you are negotiating a strategic partnership between your company and a major e-commerce platform. The e-commerce platform is seeking exclusive rights to

distribute your innovative product, while you aim to secure favorable terms that enhance your market presence.

**In your response, outline a negotiation strategy tailored to this scenario.** Consider the intricacies of negotiating with a tech giant, addressing issues such as pricing, distribution rights, and potential collaboration on marketing initiatives. Highlight the significance of building a collaborative relationship while safeguarding your company's interests.

How would you approach this negotiation, balancing assertiveness with cooperation? What creative solutions might you propose to address potential stumbling blocks and create a mutually beneficial agreement?