Online PGDM

First Year, Trimester III, June 2024

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

Q1. Which of the following is NOT one of Cialdini's principles of persuasion?

a) Scarcity

b) Commitment and Consistency

c) Social Proof

d) Fear of Missing Out

Q2. In a sales negotiation, ZOPA refers to:

a) Zone of Possible Agreement

b) Zero Opportunity for Profit Appreciation

c) Zone of Profitable Alternatives

d) Zero Opportunities for Potential Agreements

Q3. Which of the following is NOT a step in the sales process?

a) Prospecting

b) Pre-approach

c) Approach

d) After-sales Service

Q4. The naive method of sales forecasting assumes that:

a) Future sales will be the same as the previous period

b) Future sales will follow a linear trend

c) Future sales will be influenced by seasonality

d) Future sales will be a weighted average of past sales

Q5. In sales budgeting, which of the following is NOT a typical expense category?

a) Salaries and Commissions

b) Travel and Entertainment

c) Advertising and Promotion

d) Raw Material Costs

Q6. Which of the following is a characteristic of a good sales pitch?

a) Focuses solely on product features

b) Uses complex jargon

c) Tailors the pitch to the customer's needs

d) Provides excessive information upfront

Q7. In sales negotiations, BATNA stands for:

a) Best Alternative to a Negotiated Agreement

b) Buyer's Alternative to a Negotiated Agreement

c) Bargaining Approach to Negotiated Agreements

d) Best Alternative to a Negotiated Approach

Q8. The exponential smoothing method of sales forecasting:

a) Weights recent observations more heavily than older observations

b) Weights all observations equally

c) Ignores recent observations

d) Uses only the most recent observation

Q9. Which of the following is NOT a factor considered in sales routing plans?

a) Distance between customer locations

b) Customer order sizes

c) Availability of transportation

d) Competitors' pricing strategies

Q10. In sales negotiations, the "pie" refers to:

a) The total value of the deal

b) The seller's profit margin

c) The customer's budget

d) The negotiation tactics used

<u>Section B : Subjective Type Questions (Short Answer Questions)</u> **Max. Marks-10**

Question 11: Explain the concept of "reciprocity" as one of Cialdini's principles of persuasion. Provide an example of how a sales professional can leverage this principle to build trust and rapport with potential customers in the Indian context.

<u>Section C : Subjective Type Questions (Long Answer Questions)</u> **Max.Marks: 20 *2= 40**

Question 12:

You are a sales manager for a leading FMCG company in India. Describe the step-by-step sales process you would implement for your team, from prospecting to follow-up, to ensure effective sales and customer satisfaction. Provide specific examples and strategies relevant to the Indian market.

Question 13:

A company has recorded the following sales figures for its product in the Indian market over the past five years:

Year 1: 10,000 units Year 2: 12,000 units Year 3: 14,000 units Year 4: 16,000 units Year 5: 18,000 units

a) Use the naive method to forecast sales for Year 6. b) Use the moving average method (with a span of 3) to forecast sales for Year 6. c) Use the exponential smoothing method (with a smoothing constant of 0.3) to forecast sales for Year 6. Assume that the initial forecast for Year 1 is 10,000 units.

Provide your calculations and explain your approach for each forecasting method in the context of the given numerical data.

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?