

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA

PGDM / PGDM (M) / PGDM (SM)

THIRD TRIMESTER (Batch 2024-26)

END TERM EXAMINATIONS, APRIL 2025

REAPPEAR EXAM

Course Name	Sales Management & Business Development	Course Code	20103
Max. Time	2 hours	Max. Marks	40 MM

INSTRUCTIONS:

- Please answer all questions
- Write to the point and be specific to the context of the question.

Q1. You are a senior sales representative for TechNova Solutions, a company specializing in advanced cybersecurity software for large enterprises. You have secured a meeting with the IT director of a multinational corporation that has recently suffered a minor security breach. While the breach did not cause major damage, it raised concerns within the company about their existing security infrastructure. As part of your sales approach, you have decided to use the SPIN technique to uncover deeper customer pain points and position your solution effectively.

- Explain** SPIN selling in detail. **(5 x 2 = 10 Marks)**
- Focusing only on the "Implication" stage of SPIN, **develop** at least three well-structured implication questions that will make the IT director realize the urgency of upgrading their cybersecurity system.

Q2. Smart Tech sells business software in a city with 4 zones. The company has 4 sales representatives with different skills.

Sales Representatives:

- Manoj: 10 years experience, strong with large enterprises
- Ashish: 2 years experience, good with small businesses
- Prashant: 5 years experience, balanced performance
- Sonal: 8 years experience, technical background

Territory Data:

- North Zone - 80% large companies, High-tech area, Annual potential: ₹500,000
- South Zone - 90% small businesses, Retail district, Annual potential: ₹300,000
- East Zone - Mixed business sizes, Industrial area, Annual potential: ₹400,000
- West Zone - 70% medium businesses, Business district, Annual potential: ₹450,000

Questions :

(5 x 2 = 10 marks)

- Examine** the suitability of each sales representative to the most apt territory. **Explain** your reasoning.
- Elaborate** the potential problems which might arise from your assignment plan? How would you address them?

Q3. As the sales manager for a company providing financial services specializing in insurance and loans, you're tasked with expanding the company's market share in a competitive industry. The sales team comprises both field sales representatives and inside sales support staff, but there's a lack of coordination and synergy between the two groups.

(5 x 2 = 10 marks)

- a) **Recommend** an organizational structure within the sales department that optimizes the allocation of resources between field and inside sales teams, establishes clear roles and responsibilities, and implements effective communication channels to ensure seamless collaboration in pursuing sales opportunities and meeting customer needs.
- b) **Discuss** the advantages and disadvantages of the recommended structure.

Q4. As the regional sales manager of a consumer durable (ACs, refrigerators, washing machines etc) company, you need to allocate sales territories for a team of sales representatives. One territory is known for having a high concentration of residential complexes, while another territory is in a rural area with houses spread out in various villages.

(5 x 2 = 10 marks)

- a. **Plan** an allocation of your sales team to maximize sales potential and ensure effective coverage in both territories?
- b. **Propose** an appropriate reward system both financial and non-financial for this sales team to motivate them?