



JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA
SECTION C ONLY
THIRD TRIMESTER (Batch 2018-20)
END TERM EXAMINATIONS, MARCH 2019

Course Name	Sales Management & Business Development	Course Code	MKT302
Max. Time	2 hours	Max. Marks	40

INSTRUCTIONS:

1. Attempt any four questions. All questions carry equal marks.
 2. Make sure that you are clear and crisp in answers.
 3. Attach the question paper clearly marked X on questions attempted with answer sheet.
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1. Why is it necessary to establish sales territories that are approximately equal in sales potential? Why is it important to match the right salesperson with the right territory?
 2. (a) Why should sales managers conduct job analyses before recruiting salespeople? How is the job description used in managing the sales force?
(b) Discuss the basic elements that all initial sales training programs must cover. Are these elements any different from elements of continuous training programs?
 3. Name some extrinsic and intrinsic rewards that can be used in motivating the sales force. Do you believe that most salespeople can be effectively "steered" by financial compensation? Explain.
 4. (a) Identify outcome-based, behavior-based, and professional development measures that could be used for sales force performance evaluations. In your opinion, which of these three categories of measures are most important for evaluating salespeople?
(b) How will you start your comments to the salespeople, who may be quite defensive about their behavior with regard to selling costs?
 5. Describe how sales managers can use the latest telecommunications technology and developments in information management to more effectively and efficiently lead and direct the sales force.
 6. What do you understand by Top-down and Bottom-up forecasting approaches? Which forecasting methods are used under Top-down and Bottom-up approaches and why?
 7. What are the different sales presentation methods? Which method would you recommend for a water purifier? What are the benefits of using demonstration as a selling tool?