PRN:		Course Code :	PBAMM306R

Second Year **MBA** Semester Examination Winter 2024 000503

Sales Management and Personal Selling

Day and Date: Fri 29 NOV 2024 Max Marks: **50**

Time : 10:30AM To 12:30PM Duration: **02** hrs

Instructions: All questions are compulsory.

			Marks	Bloom's Level	CO
Q.1		**Attempt any two from the following**			
	a)	Explain the relationship between sales and marketing.	06	2	1
	b)	List and describe different types of sales organization structure	06	1	1
	c)	Compare and contrast the roles and responsibilities of the sales manager, sales executive, and sales person within the organization.	06	4	1
Q.2		**Attempt any two from the following**			
	a)	Explain the importance and methods used in sales forecasting?	06	2	2
	b)	Evaluate the effectiveness of different methods for controlling and reimbursing sales personnel expenses.	06	5	2
	c)	Illustrate the different types of Compensation plans and its impact on sales personnel motivation and productivity.	06	5	2
Q.3		**Attempt the following**			
	a)	Explain the steps involved in the personal selling process and discuss importance of each step.	06	2	3
	b)	Describe salesmanship and list out the essential qualities that make a good salesperson	07	2	3
		or			
	b)	Develop a personalized sales strategy for a product of your choice.	07	6	3
Q.4		**Attempt the following**			
	a)	Analyze the ethical consideration in personal selling with example.	06	4	4
	b)	Evaluate the effectiveness of CRM system in managing customer relationship in industrial selling versus service selling.	07	5	4
		or			
	b)	Illustrate the applications of CRM in personal selling.	07	3	4

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