

School of Business

BBA
ETE - Jun 2023

Time : 3 Hours

Marks : 100

Sem IV - D1UG402T - Sales Management in Automobile Industry

Your answer should be specific to the question asked

Draw neat labeled diagrams wherever necessary

1. Explain how sales forecasts can be used in strategic planning and decision-making within an organization. K2 CO1 (5)
2. Compare and contrast different types of sales promotion techniques, such as discounts, coupons, contests, and loyalty programs. K2 CO2 (5)
3. Explain the concept of the SMBO approach and its significance in sales management. K2 CO1 (5)
4. You are tasked with building a sales presentation for a new product launch. Apply your knowledge of the personal selling process to structure a compelling and persuasive presentation that engages the audience and generates interest. K3 CO3 (10)
5. Describe the potential benefits of fostering a collaborative and supportive salesforce culture in improving productivity levels. K2 CO3 (10)
6. The AIDAS model of selling is widely used in personal selling. Apply the AIDAS model to a specific product or service of your choice and explain how each stage can be effectively addressed to guide potential customers through the buying process. K4 CO2 (10)
- 7) You are a sales manager responsible for assigning territories to your sales team. Apply the principles of sales territory management to design an optimal territory alignment plan for a specific industry. Justify your decisions based on factors such as customer density, sales potential, competitor presence, and salesperson workload. K4 CO4 (10)

OR

- Evaluate the importance of building relationships with customers in the automotive dealership industry. How can personal selling strategies help in establishing and maintaining long-term customer relationships? Provide specific examples. K4 CO4 (10)
8. Analyze the role of key performance indicators (KPIs) in evaluating sales force performance. Discuss the importance of selecting appropriate KPIs that align with organizational objectives and sales strategies. Evaluate the use of quantitative metrics, such as sales revenue, conversion rates, and customer acquisition, as well as qualitative measures, such as customer satisfaction and relationship-building skills, in evaluating sales force performance. K5 CO5 (15)
 9. Critically evaluate the impact of salesforce compensation plans on motivation and performance. Discuss different types of compensation structures, such as commission-based, salary-based, and bonus-based plans. Analyze the advantages and disadvantages of each type and discuss the factors that sales managers should consider when designing and implementing compensation plans to motivate the sales force. K5 CO5 (15)

OR

- Evaluate the different types of distribution channels used in the business-to-consumer (B2C) and business-to-business (B2B) contexts. Discuss the characteristics, advantages, and limitations of direct distribution, indirect distribution, and hybrid distribution channels. Analyze the factors that organizations consider when selecting the most appropriate distribution channel for their products or services. K5 CO5 (15)
10. You are a sales representative for a travel agency specializing in luxury vacations. Your task is to persuade a high-net-worth individual to book a customized vacation package. Apply the personal selling process to understand their travel preferences, tailor a unique itinerary, address any concerns about safety and exclusivity, and close the sale. K4 CO4 (15)