

ADMISSION NUMBER									

School of Business
Bachelor of Business Administration
Mid Term Examination - May 2024

Duration : 90 Minutes
Max Marks : 50

Sem IV - D1UG402T - Sales Management in Automobile Industry

General Instructions

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

- 1) Establishing clear and measurable sales objectives is crucial for organizations these objectives facilitate effective evaluation of performance and allow for strategic adjustments to maximize sales growth and profitability. Interpret the statement in view of B2B companies . K3 (6)

- 2) The traditional selling process of converting prospects into customers through elaborate and far reaching efforts is not paying in modern times. Companies are bringing down marketing costs and increasing pay offs by using targeted and personalized strategies. Use of technology has enabled integration of sales and marketing team. Use the example of Nike and explain how the company has judiciously integrated marketing and personalized sales to engage and reach out to customers. K3 (9)

- 3) Compare on the lines of Pros and Cons transaction-oriented selling and relationship selling is essential for sales professionals aiming to optimize their sales strategies and foster sustainable business growth. K4 (4)

- 4) It was the early 1930s, when a physician-turned textile trader in rural Karnataka found his business getting interrupted for want of regular supplies of cloth from the weavers. When he enquired with the weavers about the reason for their irregularity, he was told that there was no working capital available to them. There were no banks in the area. The one located in the town was not interested in lending to small operators particularly in the rural area. Local moneylenders used to charge very high rates of interest; borrowing at those rates had ruined some weavers in the past. The weavers therefore have developed a habit of working intermittently as and when their own money from sales came in. The trader, therefore, had to find a way to ensure uninterrupted supply of goods in his shop, without which his own business was not viable. He thought of bringing the goods from Bombay, but found that the process would be very expensive and time-consuming, as the area did not have any direct road/rail links with Bombay. Besides, the transporters were not at all reliable.
Question: Examine the courses of action available to the trader under the above circumstances. What are your recommendations. K4 (8)

5) Started in 1965, ChemCo is a leading manufacturer of car batteries in the U.K. market. Since then, it has been under the charge of Mr. Jones, the founder-owner of the firm. In 1999, the company decided to go for a diversification by expanding the product line. The new product was batteries for fork-lift trucks. At the same time, Mr. Marek was appointed the Senior Vice President of marketing in the company. However, soon after its successful diversification into fork-lift batteries, the sales in this segment began dropping steadily. Mr. Marek wanted to introduce some radical changes in the advertising and branding of the new business but the proposal was turned down by the old-fashioned Mr. Jones. At this juncture in 2002, the firm is losing heavily in the fork-lift batteries business and its market share in car batteries is also on a decline. Mr. Jones has asked Mr. Marek to show a turnaround in the company within a year.

K4 (8)

Questions -What steps should Mr. Marek take to take the company out of its troubles?

6) A software company is launching a new product aimed at streamlining project management for small businesses. The sales team is tasked with promoting the product to potential clients through personal selling efforts. Enumerating the essential qualities of effective salespersons and elucidating the process of personal selling is pivotal, especially in scenarios such as a software company launching a project management solution targeting small businesses. In this case, the sales team's success hinges on their ability to embody key attributes such as communication skills, empathy, resilience, and product knowledge, while executing a strategic personal selling process encompassing prospecting, pre-approach, presentation, handling objections, closing, and follow-up stages. By delving into these aspects, one gains insight into the multifaceted nature of salesmanship and the systematic approach required for successful personal selling endeavors.

K5 (5)

Questions -Recommend the strategies do companies employ to structure an effective sales organization for their products.

7) Ajay Sharma (Ajay) has an MBA degree from a reputed institute in Mumbai. He appeared for an interview at Citibank for the post of sales manager for its home loans division in Mumbai. During the interview, Ajay was asked to elaborate on the roles and responsibilities of an effective sales manager with reference to Citibank. If you were in the place of Ajay, Select the answer would you give to convince the interviewer.

K5 (10)