

School of Business

Bachelor of Business Administration
Semester End Examination - Jun 2024

Duration : 180 Minutes
Max Marks : 100

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) Apply your wisdom and with help of an illustration prove that sales Management is considered as an important function . K3(3)
- 2) Imagine a scenario where a sales management team at a pharmaceutical company is tasked with introducing a new medication into the market amidst changing regulatory requirements and fierce competition from generic alternatives. The team must navigate complex sales channels, adhere to stringent compliance protocols, and effectively coordinate with various stakeholders to drive product adoption and achieve revenue targets Elaborate the functions of Sales Management, and how the concept has evolved from the past to the present? K4(4)
- 3) Define the term 'Sales Territory'and also Discuss the different methods of establishing sales territories. K3(6)
- 4) Personal Selling is more suitable for technologically complex products requiring its demonstration to the end user. Discuss the relevance of above statement in light of changing scenario of selling environment. K6(6)
- 5) What is geographical control unit. Discuss the various bases for designing geographical control units? K6(6)
- 6) A company offers a wide range of products that include computers, printers,automation software for businesses, and office equipment like furniture and electric appliances. K4(8)

Discussion Questions

- 1) Suggest a suitable sales force structure that the company can adopt. (4)

2. List the associated benefits as well as disadvantages.(4)

- 7) In a competitive real estate market, a seasoned agent, Sarah, showcased exemplary sales skills. Despite her extensive knowledge of properties, she found that truly understanding her clients' needs was pivotal. By actively listening to their preferences, concerns, and future plans, Sarah tailored her recommendations precisely to match their requirements. This approach not only built trust but also resulted in quicker sales and higher customer satisfaction ratings.

K3(9)

Good sales people speak less and listen more. Can you relate this statement in given case give reasons.

- 8) In a rapidly growing tech startup, the sales team faced the challenge of expanding their client base. Traditional methods like cold calling yielded limited results. However, leveraging social media platforms such as LinkedIn and Twitter allowed them to engage with industry professionals and generate qualified leads more efficiently. This shift in approach not only increased the volume of potential clients but also improved the quality of leads, leading to higher conversion rates and revenue growth. In the above context ; Prospecting is a vital function in sales Questions - Identify the different methods of identifying sales leads.

K3(9)

- 9) Pramod was an average looking, well-groomed humble, honest young boy. But he lagged behind his trendy and stylish classmates during the MBA program. His capabilities were doubted even but he got recruited by a multinational bank as sales executive in a small town with traditionally rich business people. Contrary to everyone's belief, Pramod connected well with the local people and became the highest achiever of the bank in terms of the sales.

K5(10)

Question: Discover the ways to contribute to the strategic relationship responsible for his success.

- 10) AutoTech Innovations, a leading provider of mobile task automation software, has been approached by AutoGrowth Motors, an automobile company, to enhance its sales force's efficiency. AutoGrowth Motors seeks to equip its sales team with mobile technology to streamline inventory tracking, deal management, and customer service.

K4(12)

In response, AutoTech Innovations has assigned Aarav Sharma, a seasoned sales representative, to present their software's functionalities and benefits to the selection committee at AutoGrowth Motors.

Discussion Questions

1) How does AutoTech Innovations' mobile task automation software address the specific needs and pain points of AutoGrowth

Motors' sales team, particularly in the areas of inventory tracking, deal management, and customer service?(6)

2) What are the anticipated benefits and outcomes of implementing AutoTech Innovations' mobile technology for AutoGrowth Motors, in terms of improving sales force efficiency, enhancing customer satisfaction, and driving overall business growth?(6)

- 11) AutoDrive Motors, initially a humble partnership firm, expanded its sales in a restricted market located a thousand miles away from its manufacturing plant. With a turnover of 2 crores, the firm focused on product development, efficient distribution, and broader market coverage, operating within a niche market segment. Utilizing a methodology of direct sales engagement with reputable wholesalers, the company gradually gained partial monopoly in its targeted areas, leading to increased demand and consumer acceptance. However, logistical challenges such as goods shortages and prolonged transaction times posed operational burdens, particularly with managing numerous small-scale dealers and their orders, payments, and reorders.

K6(12)

To streamline operations and alleviate administrative burdens, AutoDrive Motors proposed appointing exclusive distributors, each covering a designated area with a 200-kilometer radius. This new system significantly reduced the firm's workload and enhanced control with fewer staff members. While sales costs decreased, higher commissions were offered to exclusive distributors, resulting in a notable 30% increase in sales. Additionally, exclusive distributors recruited their own sales teams comprised of local residents, further bolstering sales volume and customer engagement.

Questions:

1.) How did AutoDrive Motors manage the transition from a traditional dealer-based sales model to appointing exclusive distributors, and what were the key factors contributing to the success of this strategic shift? (6)

2.) What challenges did AutoDrive Motors face in managing a large number of small-scale dealers, and how did the adoption of exclusive distributorships help overcome these challenges while driving increased sales and market penetration? (6)

- 12) Samsung is the global smartphone leader as on 2022 January. It achieved success through its sales teams which are regularly able to maintain loyal customers and keep rewarding them. Every time the customers purchase a new Samsung product, they give reward points which can be redeemed into money. The loyal and existing

K5(15)

customers are the main focus for the company.

Question: Which function/role of selling is exhibited by the sales team of Samsung in the situation?

Question: Evaluate how successful prospecting helps organizations gain customers, with an example. Also, explain the importance of an effective sales presentation with a suitable example.