

**School of Business****Bachelor of Business Administration  
Semester End Examination - Aug 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) Explain How does a sales Manager design a sales territory and what are the different shapes of territory design. K3(3)
- 2) Explain the methods used by companies for setting sales quotas. K4(4)
- 3) The B2B sales are based on personal selling because the company wants to forge strong relations with its clients. It understands the specific needs of clients and provides customised solutions. Relate the context in today's scenario. K3(6)
- 4) In Real estate investment, personal selling plays a pivotal role in engaging high-net-worth clients seeking lucrative investment opportunities. A skilled real estate agent or investment advisor utilizes personalized consultations to understand the client's financial goals, risk tolerance, and preferences regarding property types and locations. Through tailored presentations and property tours, the agent highlights exclusive listings, investment potential, and market trends, aiming to build trust and credibility with the client. By offering expert guidance, negotiating favorable terms, and providing ongoing support, the agent facilitates informed decision-making and cultivates long-term relationships, ultimately securing substantial real estate investments from discerning clients. Questions -Referring the above context Prepare a list of various situations in which personal selling plays a crucial role. K6(6)
- 5) Craft a role-play scenario that illustrates the dynamic and competitive nature of the luxury product market, showcasing sales as an exhilarating career path with ample opportunities for advancement within the organization, emphasizing the challenge and excitement inherent in the journey to top-tier positions. K6(6)
- 6) Terry Kelly, sales representative for EFAX, a computer software company, has just concluded a sales call with Landnet, one of his distributors. During the call, purchasing agent Linda Meyer mentioned that Ron Hawkins, Landnet's top salesperson, had suddenly resigned and moved out of the state. Ms. Meyer said that this unexpected resignation could not have come at a worse time, as several key customer contracts were pending renewal, and K4(8)

Landnet had no candidates to replace Hawkins. On his way to his next sales call with Netserve, his largest distributor, Terry debated whether or not he should share the news of Hawkins' resignation. After all, the buyer at Netserve viewed Terry as a great source of market information, and Terry figured that the Netserve buyer would hear the news anyway before the day was over. Question -For an effective management List the most important factors to be taken into consideration while taking decision.

- 7) AutoGlobe," entering the market. Here's how AutoGlobe could strategize to sell its product through various distribution channels:AutoGlobe," Here's how AutoGlobe could strategize to sell its product through various distribution channels:The company's management wants to sell its product through various distribution channels.

K3(9)

In this regard,

1. discuss the various sales-related distribution policies that Sunflower can adopt.(5)
2. Identify the challenges company can face from competitors (4)

- 8) Autoweb.com at [www.autoweb.com](http://www.autoweb.com) targets automobile businesses. Buy and sell used and new cars. Lots of services to buyers appear to be free (unless you want to place an ad). Dealers pay to join the Auto Web network, pay for virtual showroom services if wanted, and pay for advertising if wanted. There are Auto Talk forums (threaded discussion) for discussing car topics.

K3(9)

Questions -

(1) How much this kind of Practices are relevant in Sales Scenario ?(4)

- 9) Raj Tyres is a company involved in the import and marketing of car tyres manufactured in the Far East. Raj Tyres established the business in 1990 when a friend living in Singapore told of the supply of tyres from that area which substantially undercut European prices. Although tyres from the Far East were not as long lasting as European (average 20,000 miles compared with 30,000), they were produced in accordance with high standards which meant that problems like weak spots, cracks and leaks were less serious than with European tyres. Raj Tyres believed that a viable target market existed for the sale of these tyres in India. He was of the opinion that a substantial number of people were primarily interested in the purchase price of tyres.

K5(10)

This price-sensitive target market could roughly be described as the mid-lower income, working-class family man who owned a second-hand car which Notes was over three years old. He decided to buy a consignment of tyres and visited tyre centres to sell them. Initially, business was slow but, gradually, as distributors began to believe in the quality of the tyres, sales picked up.

## Questions

1.) What Objectives for Territory Formation should be considered? (5)

2.) What is your opinion about Sales representatives work load be considered? (5)

- 10) A well-established steel and silver cutlery making company which was selling to upper, upper medium class segment of the society is to diversify and they want to use plastic segment and throw away cutlery segments. This is being done due to the present market scenario of mushrooming fast-food centres all over the places, where all the cutlery is thrown away after use. This also requires lesser manpower as the counting, keeping records and washing of the cutlery is eliminated. The CEO of the Co. wants to add 10 salesman who are skillful and knowledgeable in selling to these markets. He wants them to have good knowledge of plastic as well as steel goods. But the Regional Manager of the Co. wants to recruit a person who has the knowledge of plastic products selling industry knows about the distribution, marketing environment and the competitive nature of the Mkt.

K4(12)

Questions -

a) What criteria should be prioritized in recruiting salespersons for the new plastic and throwaway cutlery segments: comprehensive knowledge of both plastic and steel products or expertise specifically in the plastic products selling industry, including distribution, marketing environment, and market competitiveness? (6 Marks)

b) How can the recruitment process ensure that the selected salespersons possess the necessary skills and knowledge to effectively penetrate the fast-food market segment, considering the unique demands and dynamics of the industry, such as disposability and reduced manpower requirements? (6 Marks)

- 11) Bharat Perfumes Ltd, a renowned company in India were manufacturing two types of perfumes, one based on essential oils and the other alcohol- based perfumes. Perfumes were being exported to Middle East countries. Particularly the essential oil traditional perfumes, also known as Attars, were directed on the orthodox segment of the society. These customers believe in strong perfumes with heavy smell. The perfumes, which were supplied to the customer, were high priced, ranging from 40,000 to 50,000 a kilogram.

K6(12)

Some special perfumes were also sold at a much higher price ranging up to four lakh/kg. These perfumes were in great demand by various sections of the society. The other type of perfumes are alcohol based and were in the form of sprays with very good packing and were sold in most of the modern stores. The company was concentrating on both types of perfumes. There was more competition in alcohol based western type of perfumes from the western countries and big names English Leather, Yardley, Channel, etc. The company started its business by sending its own

sales representatives for booking orders for both type of perfumes. The salesmen were able to procure a few orders but these orders were not followed up by the customers. After every few months the company had to send its representatives for booking fresh orders. Their procedure was very cumbersome and a lot of expenses were involved. The management then thought of appointing local dealers in foreign countries who would book orders and send them to the company and charge a suitable commission. Another problem was that the customers did not retire some of the consignments and heavy damages and other expenses were also incurred. If the goods were not retired for a long time there were chances of them being spoiled. The company tried to negotiate this aspect with the local agents but no suitable solution was coming forth. The company was keen to establish its business in foreign countries and was looking for suitable selling strategy.

Questions-

1. What could have been the drawback in the approach and the knowledge of the salesman in not being successful? ( 6 Marks)

2. Which method for selling would you recommend and what should be the strategy in promoting sales? ( 6 Marks)

12) AutoTech Solutions, a leading manufacturer of electric vehicles, was reviewing the latest sales figures for its company. The CEO, Alex Motors, noticed that the greatest profit margins came from sales of electric vehicles in European countries. The European market showed promising potential for electric vehicles due to increasing environmental awareness and government incentives for sustainable transportation.

K5(15)

Alex Motors called in his Vice President of New Markets, Eva Green, to discuss the opportunity for expanding their electric vehicle line in Germany, a key market in Europe. Eva Green, intrigued by the potential, listened attentively as Alex Motors explained their success in Europe and outlined his vision for further expansion.

Q. 1 Summarize the challenges involved in marketing electric vehicles in Germany. (4)

Q. 2 What should Alex Motors advise Eva Green to do? (4)

Q. 3 Should the electric vehicles be introduced in the German market? What suggestions would you make if the electric vehicles are introduced? (7)