

Question Paper Pattern for Semester End Examination (75 Marks)

- There will be Six Questions in all.
- Q1 would be compulsory and would carry 20 Marks
- Q8 would be compulsory and would carry 15 Marks
- In addition to Q1 and Q8, there would be six questions (Q2, Q3, Q4, Q5, Q6 and Q7). Each question would carry 10 Marks. Each of these Six Questions will have three sub – questions and each sub – question would carry 05 Marks
- Students have to attempt any four out of the remaining six Questions and within each question; students have to attempt any two out of three sub – questions.

Q1 – MCQs and/ or Case Studies = 20 Marks (Compulsory)

GadgetGuru Pvt. Ltd., based in Mumbai, sells electronic gadgets such as smartphones and smartwatches. Recently, the company faced problems with falling sales and not meeting targets. Mr. Arjun Patel, the manager, decided to review and change their sales strategies to fix these issues.

To boost sales, GadgetGuru Pvt. Ltd. made a few important changes. First, they started a new training program for their sales team. Ms. Neeta Sharma created this program to improve their selling skills and give them better product knowledge. Second, the company improved its distribution process, led by Mr. Rajiv Mehta. They worked on better stock management and faster delivery to meet customer needs. Finally, they gave their sales representatives new tools and methods to manage their time better, helping them plan customer visits and manage their schedules.

These changes led to better sales results. The sales team became more skilled at working with customers, the distribution process became smoother, and customer satisfaction increased. As a result, GadgetGuru Pvt. Ltd. saw an improvement in sales and started performing better in the market.

Questions

(A) Describe the key steps that GadgetGuru Pvt. Ltd. took to improve its sales performance. How did each of these steps help the company succeed? (10 marks)

(B) Evaluate the effectiveness of the new training program, improved distribution methods, and time management tools used by GadgetGuru Pvt. Ltd. Which of these changes do you think had the most impact on improving sales, and why? (10 marks)

Attempt Any Four out of Q2, Q3, Q4, Q5, Q6 and Q7.

Q2 Any two from (a) or (b) or (c) ----- (5x2) = 10 Marks

- (a) Explain the important of sale management? (5 Marks)
- (b) What are the different types of sales forces? (5 Marks)
- (c) Explain the organisation structure of sale? (5 Marks)

Q3 Any two from (a) or (b) or (c) ----- (5x2) = 10 Marks

- (a) Write a short note on External Sale Team. (5 Marks)

(b) How do effective selling skills impact a salesperson's success? (5 Marks)

(c) What are the different types of selling skills? (5 Marks)

Q4 Any two from (a) or (b) or (c) ----- (5x2) = 10 Marks

(a) Explain AIDA Model. (5 Marks)

(b) Define sale process. (5 Marks)

(c) What is sales compensation? (5 Marks)

Q5 Any two from (a) or (b) or (c) ----- (5x2) = 10 Marks

(a) What criteria are used to evaluate the performance of a salesperson? (5 Marks)

(b) What is sales force management? (5 Marks)

(c) What is a sales contest? (5 Marks)

Q6 Any two from (a) or (b) or (c) ----- (5x2) = 10 Marks

(a) Explain various field sales organization techniques. (5 Marks)

(b) Explain the sale reporting system. (5 Marks)

(c) Write a short note on Field force management. (5 Marks)

Q7 Any two from (a) or (b) or (c) ----- (5x2) = 10 Marks

(a) What are the objective of selling and distribution? (5 Marks)

(b) What is the difference between logistics and distribution? (5 Marks)

(c) What does the term "selling" refer to in the context of business? (5 Marks)

Q8 Any three from (a) or (b) or (c) or (d) ----- (5x3) = 15 Marks

Write Short note on

(a) Selling Skills (5 Marks)

(b) Sale Process (5 Marks)

(c) Sales Force Management (5 Marks)

(d) Field Sales Control (5 Marks)

Note: A Student has to separately secure minimum 50% marks in the Internal assessments and secure minimum 50% marks in the Semester End Examination in every subject to be declared as Pass.