

[Time: 03.00 Hrs]

[ Marks:75 ]

Please check whether you have got the right question paper.

N.B:

1. Q.1 is compulsory and carries 20 Marks.
2. Q. 8 is compulsory and carries 15 Marks.
3. Attempt any four questions from Q.2, Q.3, Q.4, Q.5, Q6 and Q7. Each of these questions carry 10 Marks.
4. Figures to the right indicate full marks.

**Q.1 (A) Read the case study carefully and answer the following questions: (10)**

**Case Study:**

**Selling Skills in Hospitality – SundarSthal Resort**

SundarSthal Resort is a luxury retreat nestled in the serene hills of Uttarakhand, catering to both domestic and international tourists. The resort offers premium services such as private cottages, guided nature walks, wellness spa treatments, and fine dining experiences. Despite these luxurious offerings, SundarSthal Resort has struggled to fully capitalize on its potential for revenue generation.

The resort management noticed that the sales team, especially the front desk and concierge staff, were facing challenges in promoting additional services and upgrades to guests. Many guests were unaware of the resort's premium packages or extra services like spa treatments, private dinners, and exclusive excursions. As a result, the resort missed opportunities to enhance the guest experience while also increasing revenue.

To address this issue, SundarSthal Resort's management implemented a selling skills enhancement program for their staff. The program focused on training staff on consultative selling, a technique that emphasizes understanding the customer's preferences and needs before recommending additional services. It also highlighted the importance of offering add-ons, such as guided tours, special events, and spa services that complement the guest's existing booking.

As part of the program, staff members were taught to engage guests in friendly, informative conversations. They learned to listen actively, ask open-ended questions, and suggest services that aligned with the guest's interests, such as a private candlelight dinner or a personalized hiking experience. Moreover, staff were trained on how to handle objections effectively and turn them into opportunities for further engagement.

The results were evident within the first quarter. Guests began purchasing more additional services, and the resort saw a noticeable increase in both revenue and guest satisfaction. The staff's ability to upsell and offer personalized services improved, making guests feel more valued and enhancing their overall experience. Additionally, the resort started receiving more positive reviews, leading to an increase in bookings.

**Questions:**

- a) How can SundarSthal Resort's staff use consultative selling techniques to improve revenue and guest experience?
- b) What role does personalize selling play in enhancing the customer experience at a luxury resort?

**(B) Select the correct option for the following Statements/ Questions:**

**(10)**

1. What is the main goal of sales management in a business?
  - a) To manage finances
  - b) To ensure products are sold effectively
  - c) To design new products
  - d) To handle customer complaints
2. What is the first step in the sales process?
  - a) Closing the sale
  - b) Demonstrating the product
  - c) Prospecting
  - d) Sending an invoice
3. Which model helps in understanding the stages of a sale?
  - a) PEST model
  - b) AIDA model
  - c) SWOT model
  - d) Porter's Five Forces
4. What is territory management in sales?
  - a) Organizing salespersons by region
  - b) Training salespeople
  - c) Setting sales goals
  - d) Creating advertisements
5. What does sales forecasting help with?
  - a) Predicting future sales
  - b) Setting employee salaries
  - c) Designing marketing materials
  - d) Improving product quality
6. Which of the following is a type of sales compensation?
  - a) Salary only
  - b) Bonus and commissions
  - c) Fixed payments only
  - d) Free travel

7. What is the purpose of sales reporting?
- To analyze sales performance
  - To schedule meetings
  - To create advertisements
  - To manage inventory
8. What is the role of time management in sales?
- To make sales reports
  - To schedule customer visits effectively
  - To design new products
  - To hire new employees
9. Which of the following is a key factor in recruitment for a sales team?
- Skills and attitude
  - Number of products sold
  - Age of candidates
  - Work experience in marketing
10. What type of selling is focused on creating a personal relationship with customers?
- Transactional selling
  - Personal selling
  - Online selling
  - Wholesale selling

**Q.2** Attempt any Two of the following: (10)

- Why is sales management important for a business organization?
- How do negotiation skills enhance the selling process?
- Describe the different types of selling skills.

**Q.3** Attempt any Two of the following: (10)

- What are the different types of sales force in a business?
- Describe the seven-step sales process.
- Define sales compensation. What are the different models of sales compensation?

**Q.4** Attempt any Two of the following: (10)

- What are the key skills required for a sales administrator to be successful?
- Explain the organization structure of sale?
- Explain the key benefits of effective sales force management for an organization.

- Q.5 Attempt any Two of the following: (10)**
- (a) How do sales contests motivate sales teams and improve performance?
  - (b) Describe the role of field sales control in improving sales performance.
  - (c) What are the primary objectives of selling?
- Q.6 Attempt any Two of the following: (10)**
- (a) How do logistics and distribution differ in terms of their role?
  - (b) Write a short note on External Sale Team.
  - (c) Explain the concept of sales forecasting
- Q.7 Write Short note on any Two of the following: (10)**
- (a) What are the challenges of distribution management?
  - (b) What are the objectives of distribution?
  - (c) What are the key selling skills that a salesperson should possess?
- Q.8 Attempt any Three of the following: (15)**
- (a) Lead Generation
  - (b) Field Force Management
  - (c) Sales Reporting System
  - (d) AIDA Model