

GBCS SCHEME



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18MBAMM401

Fourth Semester MBA Degree Examination, November 2020 Sales Management

Time: 3 hrs.

Max. Marks: 100

Note: Answer any FIVE full questions.

- 1 a. What is sales management? (03 Marks)
b. Explain personal selling. (07 Marks)
c. Discuss emerging trends in sales management. (10 Marks)
- 2 a. What is sales territory? (03 Marks)
b. Explain the types of sales quotas. (07 Marks)
c. Explain the sources of recruitment of sales force. (10 Marks)
- 3 a. What do you mean by sales quota? (03 Marks)
b. Explain the selection process of sales force. (07 Marks)
c. Explain the methods of sales training. (10 Marks)
- 4 a. Define sales presentation. (03 Marks)
b. Explain the performance appraisal process. (07 Marks)
c. Explain the types of sales compensation plan. (10 Marks)
- 5 a. What do you mean by scheduling? (03 Marks)
b. Elucidate the role of sales manager. (07 Marks)
c. Explain the functions of sales manager. (10 Marks)
- 6 a. Define sales compensation. (03 Marks)
b. Explain the types of sales manager. (07 Marks)
c. Explain the selling skills. (10 Marks)
- 7 a. Differentiate between marketing and sales. (03 Marks)
b. Write a note on selling situation. (07 Marks)
c. Explain in detail the communication process involved in sales. (10 Marks)

- 8 McDonald's Corporation is the world's largest chain of hamburger fast-food restaurant servicing nearly 52 million customers daily. Each McDonald's restaurant is operated by a franchise and affiliate or the corporation itself. McDonald's operates over 31,000 restaurants worldwide, employing more than 1.5 million people. Most restaurants offer both counter service and drive through service with indoor and sometime outdoor seating.

Some outlets feature large indoor or outdoor play grounds with re-desired interiors in golden yellow, equipped with larging lights. The restaurant will sport a new design with loss plastic and more brick and wood and offer armchairs, sofas, with connection, tall stools and counters. Plasma TVs will offer news and weather reports, 'flexible' zone will be targeted at families and will have booths well fabric cushion with colourful patterns and flexible seating.

Questions:

- a. How has the company gained consumer insights? (07 Marks)
- b. How has McDonald's created service differentiations? (07 Marks)
- c. "To attract Indian Customer", what strategy need to be opted by McDonald's? (06 Marks)

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