

**EASTERN UNIVERSITY, SRI LANKA**

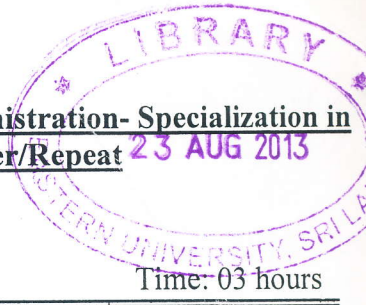
**Faculty of Commerce and Management**

**Third Year/Second Semester Examination in Bachelor of Business Administration- Specialization in Marketing Management -2010/2011(June-2013) – Proper/Repeat**

**MKT 3053 Sales and Retail Management**

Answer all questions

Time: 03 hours



Q1) Read the case study and answer the questions given below.

To say that I am exceedingly upset by what I witnessed in one of our dealer's offices. The other day would be a gross understatement. I saw one of our sales representatives, trying to sell to a dealer and he did not know what he was talking about. He could not answer some of the simplest questions of the dealer about our product and kept saying that he would find out the answer from the head office. Needless to say he didn't make the sale. "Since the personal call up was Mr. Prakash, President of the Polanis Computer Company, Basant Mehta, the newly hired sales manager for the company, decided he had better head March. Basant nodded and asked "Is this representative of the entire sales force or an isolated case?" "Mr. Mehta that's what am paying you to find out and do something about."

As Basant walked back to his new office to deal with a multitude of other sales operation problems he said his task unfolding as two major activities.

- (i) to determine how much the present sales force really knew about the computer products and how they are used and
- (ii) to develop an effective program to equip the sales force with the required product knowledge.

On reaching his desk, Basant called his assistant, Vinod Kale. Vinod had been with the company since its inception eight years ago. Vinod started as a part time worker, while he studied for his graduation, and then took up a temporary when he graduated and joined the company full time. He was a little frustrated that he hadn't been promoted to Sales Manager when Basant was brought in from outside by Mr. Prakash. Basant asked Vinod, "I've just been in a meeting with Mr. Prakash and he has rather firm connection that the product knowledge of our representatives isn't what it should be. He wants us to do something about it. How do you feel about this..."

"Oh, don't pay too much attention to the old man. He's been on that trip ever since he started the company. As far as he is concerned no sales representatives ever knows enough about the product or know enough about the customer's problems. It doesn't make any difference to him that we are selling fairly well and sometimes exceeding quotas. In his eyes, that's just because the product is so good. He thinks he is the only one in the company who really knows about the product. It doesn't matter what you do, he'll still be saying the same things to you, and everything he sees or hears of the representatives making a presentation.

Basant thanked Vinod for his opinion but couldn't help wondering whether he could afford to ignore Mr. Prakash's comments.

**Required:**

- a) How can Basant determine how much, the sales representatives know about the product and its applications? (06 Marks)
- b) How should he plan to develop the desired degree of expertise among sales people? (06 Marks)
- c) How could this issue be resolved in recruitment and selection? (05 Marks)
- d) What can be the contribution of Training and development in dealing with this problem? (05 Marks)

**(Total 22 Marks)**

- Q2)** a) What are the major factors that organizations have to consider when designing sales territories? (05 Marks)
- b) Quotas are important to a company because they establish the "end state" sought, and change according to external and internal forces. What are the **methods** in which sales quotas are being set, give a brief specification regarding of those methods. (07 Marks)
- c) To be an **effective recruiter** a sales manager must decide on number of **activities**. What are those activities and describe each of them. (07 Marks)
- d) "The most basic characteristic of a retailer is his **retail mix**- the elements used by a retailer to satisfy its customer's needs". Briefly describe the **four characteristics** of the retail mix which are particularly useful for classifying retailers. (06 Marks)

**(Total 25 Marks)**

- Q3)** a) What information a sales manager would be able to get from **Sales Analysis** and list out the **uses** of this sales analysis. (05 Marks)
- b) Effective job performance is essential for organizations to stay in business and for salespeople to keep their jobs. What are the **purposes** and **importance** of **performance appraisal**? (05 Marks)



- c) Any type of Sales Organization can **reward** sales performance in **three fundamental** and interrelated ways. Describe about those three fundamental ways.

(05 Marks)

**(Total 15 Marks)**

- Q4)** a) What are the **four phases** of **Sales Management evolution** and specify the **sales organization structure and classification** with brief description. (05 Marks)
- b) Recommend a **situational model of leadership** for sales personnel with its important elements. (05 Marks)
- c) What are the **symptoms** of **job dissatisfaction** and explain about the **classification** of **turnover**? (05 Marks)
- d) "The product mix of a retail outlet, which is generally defined as the total composite of products offered for sale by a retail outlet, consists of both product lines and individual products". Explain the concepts of **product mix depth** and **product mix width** with real examples from a Sri Lankan context? (05 Marks)

**(Total 20 Marks)**

- Q5)** a) Explain the **personal selling** by taking into consideration the **process** involved in it. (07 Marks)
- b) What are the aspects of **ethics** that sales people have to consider when dealing with their **customers**? (04 Marks)
- c) What are the **qualitative** and **quantitative forecasting techniques** available for the sales forecast and in order to improve the accuracy what are the activities that have to be carried out? (07 Marks)

**(Total 18 Marks)**