

27 MAR 2025 (E)

	Minor Examination Question Paper	Review Date:
	 SCHOOL OF BUSINESS	Semester: II Session: JAN-JUNE 2025
	Program: MBA Course Name: Sales & Distribution Course Code: BSL526	Maximum Marks: 40 Duration: 90 minutes
		Sheet 1 of 2

Instructions

- The paper has THREE Sections.
 - Section A has 5 questions of 2 marks each.
 - Section B has 2 questions of 7.5 marks each.
 - Section C is Application Based and has one question of 15 marks.
- There is **NO CHOICE** in this paper.
- Attempt one section fully before starting with a new section.
- This paper does NOT require use of any log/statistic table(s)
- This paper does NOT require use of any calculator.

Course Outcomes

- CO1 Able to understand different kind of sales, concepts in personnel selling and importance of sales in an organisation
- CO2 Will be able to plan and implement an effective sales strategy for their organizations. Develop ability to create value and execute sales deals effectively
- CO3 Develop strategic skill and competencies needed for achieving sales targets and manage and enhance the sales force productivity and performance
- CO4 Evaluate and design distribution strategies for their business/organisation. Apply specialized knowledge of distribution management to get the desired results from the channel participants

SECTION A

Short Answer Type Questions
10 marks

Q#	QUESTION	Marks	CO#
1.	Name any 5 sources of lead generation ?	Each Question is of 2 Marks	1
2.	What are three features which convert a lead into qualified prospect?		1
3.	Is it okay to just focus on growing Sales Volume?		3
4.	Explain two major tasks in the pre-approach stage in the 7 step sales process ?		1
5.	Explain in brief any 4 closing techniques.		3

SECTION B

Long Answer Type Questions
15 marks

Q#	QUESTION	Marks	CO#
6.	Explain in detail Team Selling and Consultative Selling and difference between the two?	Each question is of 7.5 marks	3
7.	Explain SPIN model with examples ?		1

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SECTION C
Application Based Question / Case Study
15 marks

Q#	QUESTION	Marks	CO#
8.	Sales at TechNova Electronics (Case Study) TechNova Electronics is a mid-sized company specializing in consumer electronics, including smartphones, tablets, and smart home devices. Despite having a high-quality product line, the company faced declining sales over the past two quarters. Competitors were offering aggressive discounts and loyalty programs, making it difficult for TechNova to retain customers. Challenges 1. Increased Competition: Competitors offered lower prices and bundled services. 2. Customer Retention Issues: A decline in repeat customers. 3. Low Sales Conversion: The website had high traffic, but conversion rates were below the industry average. 4. Limited Sales Channels: The Company relied heavily on its website and a few retail partnerships. Create a detailed comprehensive sales strategy and action plan to improve Technova's Sales ?	Total 15 marks	2

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