11 MAR 2025 (A)

THE NORTHCAP UNIVERSITY	**Minor Examination Question Paper**	Review Date:
	THE NORTHCAP UNIVERSITY 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

1. The paper has THREE Sections.
   a. Section A has 5 questions of 2 marks each.
   b. Section B has 2 questions of 7.5 marks each.
   c. Section C is Application Based and has one question of 15 marks.
2. There is **NO CHOICE** in this paper.
3. Attempt one section fully before starting with a new section.
4. This paper does NOT require use of any log/statistic table(s)
5. 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.	What are three features which convert a lead into qualified prospect?	2	1
2.	Briefly explain Sales Funnel (with a diagram)?	2	1
3.	Is it okay to just focus on growing Sales Volume?	2	3
4.	Briefly explain the types of product demonstration?	2	1
5.	What is a Trial Close and its features?	2	3

SECTION B
Long Answer Type Questions
15 marks

Q#	QUESTION	Marks	CO#
6.	Explain in detail any 3 methods of Sales Presentation with examples?	7.5	3
7.	Explain SPIN model with examples?	7.5	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 has 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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