**Sales Management**

# September 2022 Examination

**Q1. The selling process helps a salesperson to identify the customers’ needs, arouse their interest in the product or the brand, and motivate them to make a purchase decision. Arup is a Relationship Manager at Axis Bank selling investment related products and Yogesh is the Area Sales Manager at TVS Motors selling bikes and gearless scooters. Is the selling process similar for Arup and Yogesh? Bring out the salient differences in the selling process of Arup and Yogesh. (10 Marks)**

**Ans 1.**

**Introduction**

Selling involves looking, locking, and evolving demand for a given product or service. Selling is not the most effective switch of possession; however, additionally, a promotional function related to identifying capacity buyers, forming demands, providing advertising facts and services, etc. In modern times, selling is a profession that includes learning and applying an entire set of concepts. It has a broad scope in today’s situation. Salesmanship is not a try to encourage people to shop for goods. However, it is the artwork representing a providing that the

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**Q2. Sid Cox has been a steady contributor as an automotive parts representative with Premier Auto Parts for the past five years. Customers and co-workers find that his cheerful and pleasant demeanour make him a joy to be around. Over the past month, his sales manager, Randy Ross, has noticed a significant change in Sid’s behaviour. Sid appears to be worn down, less than enthusiastic, and reluctant to make as many sales calls as he has in the past. His positive, upbeat demeanour seems to have been replaced with a more pessimistic attitude about things. His generally steady sales results have been on the decline. If you were Randy Ross, what would you do? (10 Marks)**

**Ans 2.**

**Introduction**

Sales professionals play a vital function in making profits for any organization. They are responsible for product promoting and making their logo famous among the customers. In other phrases, we can say sales representatives are the face of an organization. The income representative must be glad and satisfied with the organization. A strong relationship with the place of work is crucial. The sales manager must encourage the income group from time to time.

**Q3a. Assume that you are the national sales manager for Replica Inc., a manufacturer and marketer of photocopy equipment and supplies. The firm’s products are sold both nationally and internationally by a sales force of 5,000. Replica sells to accounts of various sizes across several industries. Recommend an appropriate sales organization structure for Replica Inc. (5 Marks)**

**Ans 3a.**

**Introduction**

Sales organization shape states the division of income teams into particular organizations. Salesforce corporation may be decided via numerous factors like the areas, the number of products and services, the size of the income group, and the size and industry. The business enterprise wishes specific types of sales systems for different activities of salespeople. There

**Q3b. Sales force motivation is continuous process and the sales manager needs to continuously monitor the motivational level of the salespeople for effective sales performance. Explain the concept with an example from an Indian organization. (5 Marks)**

**Ans 3b.**

**Introduction**

A sales force motivation is one of income and marketing managers' most challenging and demanding jobs. Some managers have belief in compensation, and a few have in recruitment. The more a successful sales manager identifies that motivation is mainly a result of decisive recruiting