

Total No. of printed pages = 2

BA 17240 M 3

Roll No. of candidate

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2022

M.B.A. 4th Semester End-Term Examination

SALES AND CRM

(New Regulation)

Full Marks – 70

Time – Three hours

The figures in the margin indicate full marks for the questions.

Answer Question No.1 and any *Four* from the rest.

1. Answer the following : (10 × 1 = 10)
- (i) _____ is the first stage in the selling process.
 - (ii) _____ include ways of achieving the sales objectives.
 - (iii) The two types of objection during or after sales presentation are _____ objections and logical objections.
 - (iv) _____ method of deciding sales territory equalize the workload of a salesperson.
 - (v) A good compensation plan should consider objectives from the _____ view point and also the salesperson's view point.
 - (vi) Salesforce staffing includes _____, recruitment, selection, hiring and socialization.
 - (vii) _____ is the act of selling a product or service to a customer as a result of another purchase.
 - (viii) A good CRM project can go bad for many reasons, but the principal factors are _____, perception, privacy and politics.
 - (ix) _____ are the obstacles occur during the business planning or requirements gathering which do not allow the CRM to set right thing at right time.
 - (x) _____ is a customer relationship management system designed specifically to help e-Commerce businesses manage customer contact information, purchasing behaviour, and other analytics data.

[Turn over

2. (a) Explain the different sales presentation methods and also analyze how they are matched to different sales situation? (8)
(b) Discuss briefly the nature and importance of Sales Management. (7)
3. (a) Briefly elaborate the procedure of designing sales territories? What are the steps followed in the Build-up method for building basic territories from control units? (4+4=8)
(b) Explain the stages in recruiting the sales force. (7)
4. (a) 'A good compensation plan should consider objectives from the company's view point and also the sales persons' view point'- Explain the statement in the light of the objectives of a compensation plan. (8)
(b) Elaborate briefly the financial and non-financial methods for motivation the sales force. (7)
5. (a) Define CRM? Explain the need and importance of CRM. (2+6=8)
(b) Discuss CRM marketing initiatives. What is cross-selling and up-selling? (4+3=7)
6. (a) Briefly elaborate the 4P's of CRM roadblocks. (8)
(b) Explain the steps in the CRM implementation process. (7)
7. Write short notes on (any three): (3 × 5 = 15)
 - (a) Sales force audit
 - (b) CRM in e-business
 - (c) Analytical CRM
 - (d) Sales objectives, strategies and tactics.

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