

Total No. of printed pages = 3

BA 17240M3

Roll No. of candidate

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2020

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

SALES AND CRM

(New Regulation)

Full Marks – 50

Time – Two hours

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

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

1. Answer the following (any five) : (5 × 1 = 5)
- (i) _____ is the first stage in the selling process and involves the search and identification of potential customers.
 - (ii) _____ are sales goals set by a company for its marketing units for a certain period of time.
 - (iii) Strategies include ways of achieving the objectives, and _____ are the activities that should be carried out in order to implement the strategy.

[Turn over

- (iv) _____ arise when the sales force does not have the required knowledge, skills or capabilities to become successful on the job.
 - (v) _____ model of sales leadership focuses on dyadic exchange relationship between the sales manager and the sales person.
 - (vi) The _____ is a comprehensive method for evaluating the effectiveness of a sales organization and its sales force.
 - (vii) _____ CRM involves understanding the customer activities that occurred in the front office.
 - (viii) A good CRM project can go bad for many reasons, but the principal factors are _____, perception, privacy and politics.
 - (ix) _____ products were originally meant to improve sales force productivity and encourage sales people to document and communicate their field activities.
 - (x) _____ is defined as a 'set of moral principles' or 'the science of morals'.
2. (a) Discuss the stages involved in a personal selling process. (8)
 - (b) Define sales quota? Briefly explain the various types of sales quota. (7)
 3. (a) Explain the process of recruitment and selection of the sales force. (7)
 - (b) 'A good compensation plan should consider objectives from the company's viewpoint and also the sales person viewpoint' — Discuss the objectives of a compensation plan in the light of the above statement. (8)

4. (a) What is sales force audit? Explain the evaluation process of a sales force audit? (1 + 7 = 8)
- (b) 'Sales manager have ethical responsibilities with respect to their own actions and the actions of their salespeople'- Explain the statement and highlight the ethical situations involving salespeople and sales manager. (7)
5. (a) Define CRM? What are the benefits of using a CRM? What are the types of CRM? (1 + 3 + 4 = 8)
- (b) Mention any two business application of CRM? Distinguish between analytical CRM and operational CRM in details? (2 + 5 = 7)
6. (a) Identify and explain the factors to be considered while choosing a CRM tool? (8)
- (b) Discuss CRM marketing initiatives? What is cross-selling and up-selling? (4 + 3 = 7)
7. Write short notes on (any *three*) : (3 × 5 = 15)
- (a) CRM in e-business.
- (b) Sales territories.
- (c) CRM roadblocks.
- (d) Sales objectives, strategies and tactics.
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