

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) –201306

POST GRADUATE DIPLOMA IN MANAGEMENT (2025-27)

END TERM EXAMINATION (TERM-III)

 Subject Name: **Sales Management**

Time: 02.00 hrs

 Sub. Code: **PGM31**

Max Marks: 40

Note: All questions are compulsory. Section A carries 12 marks: 6 questions of 2 marks each, Section B carries 18 marks having 3 questions (with internal choice question in each) of 6 marks each and Section C carries 10 marks one Case Study having 2 questions of 5 marks each.

Kindly write the all the course outcomes as per your TLEP in the box given below:

CO#	Statement of Course Outcomes	Bloom's Taxonomy
CO1	Define the core concepts of sales management, including its nature, scope, and evolution, and identify differences between selling and marketing.	L1
CO2	Explain the importance of sales organizations, their structure, and the role of sales managers, including their functions and responsibilities, in managing sales operations effectively.	L2
CO3	Develop targeted selling strategies and apply selling techniques, such as lead generation, stakeholder mapping, and SPIN selling, to various sales scenarios.	L3
CO4	Examine the components of sales force management, such as recruitment, training, performance evaluation, and territory design, to assess their impact on overall sales efficiency.	L4
CO5	Critically evaluate the role of technology, including analytics, AI, and digital channels, in optimizing sales strategies and addressing emerging sales trends.	L5
CO6	Design a comprehensive sales plan, integrating consultative selling strategies, motivation techniques, and ethical practices, while addressing contemporary challenges in the evolving sales environment.	L6

SECTION - A

Attempt all questions. All questions are compulsory.

2×6 = 12 Marks

Questions	CO	Bloom's Level
Q1 (A) Mention various types of sales targets	CO1	L1
Q1 (B) Define sales funnel	CO1	L1
Q1 (C) Mention techniques of closing the sales call	CO1	L1
Q1 (D) Mention various types of objections	CO2	L2
Q1 (E) Mention techniques of objection handling	CO2	L2
Q1 (F) Define Situation questions	CO2	L2

SECTION – B

All questions are compulsory (Each question has an internal choice. Attempt anyone (either A or B) from the internal choice)

6 x 3 = 18 Marks

Questions	CO	Bloom's Level
Q. 2: (A). You are the manufacturers of textile machinery. What all information should be collected as part of pre-approach for meeting a B2B prospect who owns a big retail chain of readymade clothes? Or Q. 2: (B). A company launching a new fintech product wants to generate leads in urban markets. The company is facing low response rates to cold outreach and poor quality leads, resulting in wasted sales effort. Design a lead generation and pre-approach strategy covering: • Networking and referrals • Cold calls and email outreach • Prospect qualification criteria • Pre-call planning elements Q. 3: (A). A company estimates total market demand of ₹600 crore. It plans to capture 12% market share. The company is facing uneven workload distribution across territories and underutilization of salespeople, leading to inefficiencies. The previous year's territory contribution is: • North: 25% • South: 35% • East: 15% • West: 25% Additional data: • Average salesperson capacity = ₹3 crore annually • Company wants equal workload distribution Tasks: 1. Calculate total company sales forecast 2. Compute territory-wise sales quotas 3. Determine number of salespeople required per territory 4. Comment on whether equal workload is achieved Or Q. 3: (B). A company has recently expanded into multiple regions but is struggling with overlapping territories, high travel costs, and inconsistent sales performance. Explain Build-up and Breakdown methods of territory design and: • Identify 3 key differences • Suggest which method is better for:	CO3	L3
	CO4	L4

Kindly fill the total marks allocated to each CO's in the table below:

CO	Marks	Questions
CO1	6	Q1 (A), (B), (C)
CO2	6	Q1 (D), (E), (F)
CO3	6	Q2 (A/B)
CO4	6	Q3 (A/B)
CO5	6	Q4 (A/B)
CO6	10	Q5 (A, B)

(Please ensure the conformity of the CO wise marks allocation as per your TLEP.)

Blooms Taxonomy Levels given below for your ready reference:

L1= Remembering

L2= Understanding

L3= Apply

L4= Analyze

L5= Evaluate

L6= Create