

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

POST GRADUATE DIPLOMA IN MANAGEMENT (2025-27)

MID TERM EXAMINATION (TERM -III)

 Subject Name: **Sales Management**

 Time: **01.00 hrs**

 Sub. Code: **PGM31**

 Max Marks: **20**

Note: All questions are compulsory. Section A carries 04 marks, Section B carries 06 marks, and Section C carries 10 marks.

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

CO1	Define the core concepts of sales management, including its nature, scope, and evolution, and identify differences between selling and marketing.	Remembering (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.	Understanding (L2)
CO3	Develop targeted selling strategies and apply selling techniques, such as lead generation, stakeholder mapping, and SPIN selling, to various sales scenarios.	Applying (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.	Analyzing (L4)
CO5	Critically evaluate the role of technology, including analytics, AI, and digital channels, in optimizing sales strategies and addressing emerging sales trends.	Evaluating (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.	Creating (L6)

SECTION - A

Attempt all questions. All questions are compulsory.

4*1 = 4 Marks CO1

Q. 1: (A). Differentiate between Personal Selling and Advertising giving suitable examples.?

Q. 1: (B). What all information should be collected as part of pre-approach for meeting a B2B prospect?

Q. 1: (C). Explain BATNA with an example.

Q. 1: (D). Explain any one sales closing technique with example.

SECTION – B

All questions are compulsory

3 x 2 = 06 Marks CO2

Q. 2: (A). After multiple meetings and detailed discussions, the client shows genuine interest in your product/service but concludes the conversation by saying, “*We will think about it.*”

As a salesperson, how would you use your presence of mind, communication skills, and understanding of customer behavior to respond effectively in this situation?

Q. 2: (B). A construction company is evaluating premium heavy equipment from Caterpillar, but the procurement team is inclined toward cheaper Chinese alternatives to minimize upfront capital costs. As a sales manager representing Caterpillar, how would you structure your conversation to pursue the decision-makers to buy the product of Caterpillar?

SECTION – C

Read the case and answer the questions

2×05 = 10 Marks. CO3

RMC Desktop Manufacturing**10 Marks**

Vinod Kumar arrived promptly for his 10 a.m. meeting with Harsha Mathur, the buyer for RMC Desktop Manufacturing. At 10.15, when Ms. Mathur hadn't arrived, Vinod asked her secretary if she was out of the office for the morning. The Secretary smiled and said, "She'll probably be a few minutes late". Vinod resented this delay and was convinced that Ms. Mathur had forgotten the appointment.

Finally, at 10.20, Ms. Mathur entered her office, walked over to Vinod, said hello and promptly excused herself to talk to the Secretary about a staff get together scheduled for that afternoon. Ten minutes later, Ms. Mathur led Vinod into her office. At the same time, a competing salesperson entered the office for a 10.30 appointment. With the door open, Ms. Mathur asked Vinod, "What's new today?". As Vinod began to talk, Mathur began reading letters on her desk and signing them. Shortly after that, the telephone began to ring, whereupon Mathur talked to her husband for 10 minutes.

As she hung up, Mathur looked at Vinod and suddenly realised his frustration. She promptly buzzed her secretary and said, 'Hold all calls'. She got up and shut the door. Vinod again began his presentation when Mathur leaned backward in her chair, pulled her golf shoes out of a desk drawer, and began to brush them.

About that time, the secretary entered the office and said, ' Ms. Mathur your 10.30 appointment is about to leave. What should I tell him?' "Tell him to wait, I need to see him". Then she said, " Vinod, I wish we had more time. Look, I think I have enough of your product to last until your next visit. I'll see you then. Thanks for coming by".

Vinod quickly rose to his feet, did not shake hands, said OK, and left.

Questions:

Q. 3: (A). What nonverbal cues did the salesperson, Vinod Kumar, experience when contacting Ms. Harsha Mathur?

Q. 3: (B). If you were Vinod, how would you have handled the situation?

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

COs	Blooms Taxonomy Levels	Marks Allocated
CO1	L1, L2	4 Marks
CO2	L2, L3	6 Marks
CO3	L3, L4	10 Marks

Blooms Taxonomy Levels given below for your ready reference:

L1= Remembering

L2= Understanding

L3= Apply

L4= Analyze

L5= Evaluate