

Enrollment No./Seat No.:

GUJARAT TECHNOLOGICAL UNIVERSITY
BBA - SEMESTER - V EXAMINATION - WINTER 2025

Subject Code: 1550107

Date: 24-11-2025

Subject Name: Sales Management and CRM

Time: 10:30 AM to 1:00 PM

Total Marks: 70

Instructions

- 1. Attempt all questions.**
- 2. Make suitable assumptions wherever necessary.**
- 3. Figures to the right indicate full marks.**
- 4. USE of SIMPLE calculators AND non-programmable scientific calculators are permitted.**

	Marks
Q.1 Attempt Any 7	14
(a) Customer Lifetime Value	
(b) Sales Territory Design	
(c) Sales Funnel	
(d) Customer Touchpoints	
(e) Sales Cycle	
(f) Combination Quota	
(g) Spillover Effect	
(h) Cold Calling	
Q.2 Multiple Choice Questions (All Compulsory)	14
(1) Who defined sales management as “the planning, direction, and control of personal selling”?	
A. Philip Kotler	
B. American Marketing Association	
C. Peter Drucker	
D. McCarthy	
(2) Modern selling emphasizes:	
A. Mass persuasion	
B. Building customer trust	
C. Aggressive selling	
D. Reducing service quality	
(3) Which type of selling focuses on solving customer problems through consultation?	
A. Transactional selling	
B. Consultative selling	
C. High-pressure selling	
D. Subliminal selling	

- (4) Which model explains the psychological stages a customer passes through during a purchase decision?
- A. Hierarchy of Needs
 - B. AIDA Model
 - C. Stimulus-Response Model
 - D. Buyer-Seller Dyad Model
- (5) Who is associated with the concept of Key Account Management?
- A. Peter Cheverton
 - B. Philip Kotler
 - C. Theodore Levitt
 - D. Tom Peters
- (6) The primary goal of sales force evaluation is to:
- A. Punish poor performers
 - B. Measure performance and provide feedback
 - C. Increase expenses
 - D. Reduce marketing budget
- (7) Which of the following is a type of sales report?
- A. Progress or call report
 - B. Financial audit
 - C. Press release
 - D. Annual statement
- (8) In the Breakdown Method of sales force sizing, salespeople are added based on:
- A. Total sales divided by average sales per salesperson
 - B. Market share only
 - C. Profit per salesperson
 - D. Customer complaints
- (9) The term “Sales Expense Ratio” is used to measure:
- A. Cost of sales in relation to revenue
 - B. Advertising budget
 - C. Salesperson incentives
 - D. Depreciation of assets
- (10) Sales quotas serve as:
- A. Marketing expense limits.
 - B. Compensation formula
 - C. Legal obligations.
 - D. Performance standards and motivational tools.
- (11) Which psychological error in evaluation involves rating everyone as “average”?
- A. Central tendency error
 - B. Halo effect
 - C. Primacy error
 - D. Recency error

- (12) A robust sales performance system blends objective output metrics with subjective behavior measures because:
- A. Objective metrics alone always reflect true performance.
 - B. Subjective measures alone are less credible.
 - C. A combined approach captures both results and the relationship-building behaviors that sustain long-term revenue.
 - D. Combining metrics reduces administrative work.
- (13) A key risk of a sales organization without integrated CRM is:
- A. Improved cross-sell conversion
 - B. Fragmented customer data leading to inconsistent service and missed opportunities
 - C. Reduced training costs
 - D. Faster decision-making always
- (14) A major difference between Operational and Analytical CRM is that:
- A. The former manages interactions, while the latter interprets customer data for decision-making
 - B. They are identical in purpose
 - C. Analytical CRM handles logistics
 - D. Operational CRM replaces HR systems

Q.3 (a) Explain the Right Set of Circumstances Theory and Buying Formula Theory of selling with suitable illustrations. **07**

(b) “A successful salesperson is both an artist and a scientist.” Discuss this statement with reference to the essential qualities of a salesperson. **07**

OR

(a) Define Sales Management. Differentiate between Transactional Selling and Relationship Selling. Which approach is more relevant in today’s competitive era? **07**

(b) Define Key Account Management (KAM). Explain its objectives and strategic significance in B2B marketing. **07**

Q.4 (a) Describe the Salesperson-Buyer Dyadic Relationship model. **07**

(b) “Territory design should ensure balanced workload and equal opportunity.” Discuss this statement with reference to the principles of territory management. **07**

OR

(a) Explain the different types of Sales Reports and their managerial uses. **07**

(b) Define Routing and Scheduling. How can technology optimize sales route planning? **07**

Q.5 (a) Explain the different types of Sales Organization Structures with advantages and limitations. **07**

(b) Differentiate between Operational, Analytical, and Collaborative CRM. How do these systems complement each other? **07**

OR

(a) Evaluate the role of technology, data analytics, and AI in modern CRM systems. **07**

(b) Discuss the benefits and challenges of CRM implementation in Indian organizations.

07
