

Tilak Maharashtra University
Master of Business Administration (Distance)
(Semester - IV) - Internal Evaluation (Marketing)
Salesmanship

Marks : 80

Code : MDM 403

Note:

- ❖ The Paper Consist of two sections I & II
 - ❖ Attempt any three questions from Section I
 - ❖ Section II is Compulsory
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Section I

Q.1. a) Define salesmanship. Is salesmanship an art, science or a profession? Explain. (15 marks)

OR

b) Explain in detail the fundamentals of fundamentals of successful selling.

Q.2. a) Explain the procedure of recruitment, selection and training of the right salesmen in an organization. (15 marks)

OR

b) What are the duties and responsibilities of a sales manager?

Q.3. a) Define advertisement. Explain the purpose and importance of an effective ad. (15 marks)

OR

b) Explain the benefits of ad to the manufacturer, retailer and the consumer.

Q.4. Write short notes on (any three) (15 marks)

1. Customer satisfaction
2. Market development
3. Sales target
4. Product
5. Public relations

Section II

Q. 5. Case Study

(25 marks)

GL DIESELS LIMITED

The production of diesel engines in India is upto the rating of 800 hor power. The market is dominated by two giants, one catering from 5 hp to 400 hp range and the another company from 200 hp to 800 hp range. Thus, when GL diesel decided to enter the market for diesel engines, they decided that they would concentrate on the range upto 20 hp only. As against the total production of around 5 lakh engines in the country coming from something like 500 manufacturers, almost 60% market share is for engines below 20hp. This is in terms of quantity. Surprisingly there are hardly thirty manufacturers of diesel engines who are in the organized sector.

GL diesel was set up at Ahmednagar in Maharashtra. It was with Italian collaboration and it was claimed that these engines are with low weight, high speed and high efficiency. As such, they should bewelcome by the Indian customers as it would have given them a lower fuel consumption for performing the same wourk. The prices also could be lower marginally.

The licensed capacity of the factory was 1,00,000 engines. The production commenced on 1st august 1990.

In this range of diesel engines, the applications are very clearly defined. The major share being in the agricultural sector. This could be for operating a pump set, for running a mill and other sundry operations, some market also is available for diesel gensets which are used by touring theaters etc.

As such it will be seen that the market is very large in terms of geographic coverage. The company had hired in Mr. Ananad an able sales manager. He had considerable experience in the sales of diesel engines having worked with the other, major manufacturer. The company had yet to develop a distribution setup. The sales department was also not organized properly. In the first six months of its operations, the company had manufactured and slod 4000 diesel engines.

Mr. Ananad was thinking seriously about the total setup for the marketing on the whole and seles department in particular. Sooner he does it he will be in a better position to get a substantial share of the large market.

Questions:

1. How would you design the sales organization for this company?
2. What should be the ideal sales force size for this company in your opinion?
3. How would you do the territory design?

Q.6 List down the procedure of an appropriate sales call.

(10 marks)
