

JK Lakshmipat University Jaipur
INSTITUTE OF MANAGEMENT

End Term Examination, December 2022
BBA (Banking Fintech), Semester V, 2022-23

Roll No.....

MA1106: Sales in Retail Banking and Insurance

Time: 2 Hours

Max. Marks: 30

Instructions to students:

1. Do not write anything other than your roll number on question paper
2. All Questions are compulsory

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|--------|---|--------------|
| Q. 1.1 | How has Sales Management become an integral part of Marketing Management. Explain its role in success of an organization? | 2.5
(LO1) |
| Q. 1.2 | Describe your understanding of AIDAS and SPIN Selling Theories with relevant examples. | 2.5
(LO1) |
| Q. 1.3 | Write a note on different types of insurance products sold in India. | 2.5
(LO2) |
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- | | | |
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| Q. 2.1 | Out of the following methods to determine salesforce size, which one would you recommend and why?

a. Workload Method b. Sales Potential Method c. Incremental Method. | 2.5
(LO2) |
| Q. 2.2 | What are the objectives of a sales compensation plan? Illustrate the different types of rewards offered to sales force. | 2.5
(LO3) |
| Q. 2.3 | Explain the commonly used job evaluation methods for deciding compensation. Which one would you recommend? | 2.5
(LO3) |
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| Q. 3.1 | During the past 8 quarters, the Port of Baltimore has unloaded large quantities of grain. (a (alpha) = .10). The first quarter forecast was 175. | 6.0
(LO3) |
|--------|--|--------------|
- | Quarter | Actual |
|---------|--------|
| 1 | 180 |
| 2 | 168 |
| 3 | 159 |
| 4 | 175 |
| 5 | 190 |
| 6 | 205 |
| 7 | 180 |
| 8 | 182 |
| 9 | ? |

Find the forecast for the 9th quarter using exponential smoothing method.

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| Q. 4.1 | "Larger the number of intermediaries, higher would be the cost of product/service" Comment on the statement. Give suitable examples to support your argument. | 3.0
(LO5) |
| Q. 4.2 | Channel Conflicts are not always bad for business? Do you agree? Why? | 3.0
(LO 5,6) |
| Q. 4.3 | List down the factors that attract customers to use online services? | 3.0
(LO4) |

All the best!