

JK Lakshmipat University, Jaipur
INSTITUTE OF MANAGEMENT

End Term Examination, December 2023

BBA Semester V, 2021-24

Roll No.....

MA1106 : Sales in Retail Banking & Insurance

Time: 2.0 hours

Max. Marks: 30

Instructions to students:

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

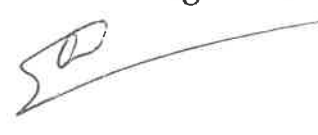
SECTION-A

1.0 Fill in the blanks

- | | | |
|--------|--|----------------|
| Q. 1.1 | Sales Job Analysis is the process of determining the and of a sales job. | 1.0
(LO1) |
| Q. 1.2 | The method involves a pre-determined outline and lacks spontaneity. | 1.0
(LO3) |
| Q. 1.3 | is a training method that involves the use of role-playing, simulations, and case studies to help trainees learn how to handle real-life situations. | 1.0
(LO3) |
| Q. 1.4 | The type of sales quota that is based on the historical sales data of a salesperson or a team is known as quota. | 1.0
(LO3) |
| Q. 1.5 | One of the challenges in managing sales territories is, which can occur when salespeople are assigned territories that are too large or too small. | 1.0
(LO1,3) |
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2.0 True/False Questions:

- | | | |
|--------|---|----------------|
| Q. 2.1 | Sales job analysis is only useful for determining the salary of a salesperson. | 1.0
(LO1,3) |
| Q. 2.2 | Recruitment is a one-time process that ends with the selection of a candidate for a job position. | 1.0
(LO1,3) |
| Q. 2.3 | According to Herzberg's Two Factor Theory, hygiene factors are the primary motivators for employees. | 1.0
(LO1,3) |
| Q. 2.4 | The commission-only compensation plan is suitable for all types of sales roles. | 1.0
(LO1,3) |
| Q. 2.5 | Motivation is a process that involves the desire to achieve a goal, the effort to work towards that goal, and the persistence to keep working towards it even in the face of obstacles. | 1.0
(LO1,3) |
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SECTION B

Q. 3.1	What are the advantages and disadvantages of internal and external recruitment, and how can an organization decide which method to use?	3.0 (LO1,2,3)
Q. 3.2	Explain the different methods for determining the number of salespersons needed?	3.0 (LO1,2,3)
Q. 4.1	There are several factors that can affect the success of sales training programs. In your opinion, which factor do you think is the most important and why? Provide at least two reasons to support your answer.	4.0 (LO1,2,3)
Q. 4.2	How does the use of the Simple Ranking Method in compensation management affect employee motivation and job satisfaction?	3.0 (LO1,2,3)
Q. 5.1	What are some theories of motivation that can be applied to sales force management?	4.0 (LO1,2,3)
Q. 5.2	What are the different types of sales quotas and how do they differ from each other?	3.0 (LO1,2,3)

All the best!

