

TU-91.2510 Managing sales - Exam, 15.1.2010

1. Define shortly the following concepts :

- a) Sales channel
- b) Reverse marketing
- c) Sales budget
- d) Push vs. pull strategies

Please answer to four of the following five essay questions. In questions two and three please answer to only A or B question, not both!

2.

A) According to the book Marketing Spirit there are five industries that especially have problems regarding marketing spirit. Identify four of these and justify your answers as to why things are so.

B) Identify and describe the stages of salesforce evaluation process according to Jobber & Lancaster?

3.

A) The book Marketing Spirit identifies eight useful but many times neglected principles that drive marketing spirit. Identify six of these and reflect with examples on how these are manifested in companies?

B) How do organizational and consumer buying differ? Identify and describe the main differences between them.

4. Identify the three basic types of compensations plans according to Jobber & Lancaster. In what kind of situation would you use each of these types?

5. What is meant by key account management? Describe shortly the five ways to build a strong customer relationship, as described by Jobber and Lancaster. Illustrate your answer with a relevant example of your choice.

6. Identify the four basic ways to organize the sales force according to the book Selling and Sales Management. In addition, describe their strengths and weaknesses.