Total marks for this paper is 100 marks.

There are two parts in this question paper. All questions in Part One are **compulsory**. It includes a mini case.

Part Two includes 6 **Essay Type Questions**. **Answer 03 questions** from this part.

**Instructions to candidates**

1. State your Registration Number on the front cover of the answer book and on each and every additional paper attached to it. Your name must not appear anywhere in the answer book or answer scripts.

2. Always start answering a question on a new page.

3. You are reminded that answers should not be written in pencil or **red pen** except in drawing diagrams.

4. Answer the questions using:
   a. Effective arrangement and presentation
   b. Clarity of expression
   c. Logical and precise arguments
   d. Clear diagrams and examples where appropriate

5. Illegible handwriting and language errors will be penalized.
PART ONE

Answer all questions

Question 01: Case Study

Cosmo Lubricants – A new entrant to the Sri Lankan Market

Cosmo Lubricants Ltd is a Swedish multinational company and a leading lubricant marketer with a vast presence in East and Central Europe. Driven by its success over the years in operation and encouraged by market feedback, the company has realized the immense potential lubricants have in the Asian region where its potential is not fully tapped.

One of the Asian countries Cosmo Lubricants has decided to launch their product range is Sri Lanka. However, to begin operations the company decided to market, a range of lubricants designed for all types of vehicles, machinery and equipment.

Shawn Crusz has been appointed as the country manager for Cosmo Lubricants to head the Sri Lankan operation. He has vast industry experience gained by working in many overseas assignments.

As an initial requirement to understand the Sri Lankan market, Shawn Crusz has decided to conduct a market survey and engaged a Sri Lankan based Market Research Company for this purpose. Further, one of his priorities is to establish a sales outlet network around the country like they have in some other countries where the company operates.

Shawn Crusz hires you as the local sales/marketing consultant to launch the product in Sri Lanka. He also indicates to you that the company’s policy is not to bank on a push strategy for sales promotion but to bank mostly on a pull strategy.

With this backdrop Shawn Crusz has entrusted you with the responsibility of building up a sales structure, draw a sales strategy and advice on activities the management team of Cosmo Lubricants should execute in Sri Lanka.

a) Give a brief to Shawn Crusz on his view on the push strategy vs. pull strategy considering the local market dynamics.

(10 Marks)

b) You are expected to drive the market penetration in par with the competition within the next 6 months by creating a visibility through the channels and by having a strong distributor network. In line with the above business requirement recommend a suitable sales compensation plan for the sales team.

(15 Marks)

c) Prepare a report with recommendations on the recruitment of a sales force for Cosmo Lubricants, explaining each stage of the process from the local market conditions.

(15 Marks)

(Total 40 Marks)
PART TWO

This part includes SIX essay type questions
Answer a total of THREE questions from this part

Question 01
List three (03) common drivers of a sales strategy you have learnt and relate it with a FMCG product of your choice using suitable examples. (Total 20 Marks)

Question 02
a) Explain qualitative and quantitative sales forecasting methods? (05 Marks)
b) Compare these two (02) methods and justify your answer. (15 Marks) (Total 20 Marks)

Question 03
Sales Training is a systematic process, which contains of number of steps to achieve and deliver the best for sales force. List down the training process and explain each with practical examples. (Total 20 Marks)

Question 04
“E-commerce is the buying and selling processes supported by electronic means”. What are the benefits and limitations of E commerce? (Total 20 Marks)

Question 05
“Customer relationship is key to success in any business”. What are the factors to be understood while developing an effective customer relationship model? (Total 20 Marks)

Question 06
Briefly explain the following with industry examples.
   a) Sales Budget
   b) Bottom-up approach
   c) Top-down approach
   d) Forecasting

   (Total 20 Marks)

   (Total 60 Marks)

   (Total 100 Marks)

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