0017

THE OPEN UNIVERSITY OF SRI LANKA
FACULTY OF MANAGEMENT STUDIES
BMSHONS IN MARKETING MANAGEMENT
MMU5407- SALES MANAGEMENT
FINAL EXAMINATION – 2024 / 2025
DURATION – THREE (03) HOURS

DATE: 29th November 2025 *TIME: 01.30 pm – 04.30 pm*

INSTRUCTIONS:

- This paper consists of two sections, as section A and section B
- **Section A, Question 01 is Compulsory**
- Select and **answer any 3 questions from Section B**
- Start each answer on a new page.

Section A - Compulsory

Q01: Secure Life Insurance recently introduced a new policy called "Smart Future", aimed at young professionals seeking both life protection and investment growth. To promote the plan, the company launched emotional advertisements showing how families could remain financially secure during unexpected events. They also shared educational content, such as videos and infographics, highlighting the importance of early insurance planning. Testimonials from satisfied customers emphasized the dual benefits of the plan, encouraging interest among potential buyers. To motivate immediate action, Secure Life offered limited-time online discounts and flexible premium payment options. After purchase, customers received personalized support and access to a digital portal to track their benefits, ensuring a positive experience and fostering long-term trust.

(a) Identify and explain the stages of consumer engagement reflected in the case, using the **AIDAS model** as a framework. (15 Marks)

(b) Explain the **importance of post-purchase support** in enhancing customer satisfaction and loyalty. (10 Marks)

(c) Discuss the most **effective strategies for attracting young customers** to new insurance policy with suitable examples. (15 Marks)

(40 Marks)

Section B

Select and Answer 3 questions from section B

Q02:

(a) As a salesperson, explain **the importance of active listening** while communicating with customers. Support your answer with relevant example. (10 Marks)

(b) Explain the **different sources of prospects** that a salesperson can use to identify potential customers. Support your answer with relevant examples for each source.

(10 Marks)

(20 Marks)

Q03: "To protect consumers and ensure fair competition, companies are expected to follow best business practices and comply with legal controls." Discuss this statement, providing examples of relevant **legal frameworks in Sri Lanka**. **(20 Marks)**

Q04: "In sales management, selecting the right people for sales force is crucial for organizational success". Explain the **key stages of selection process** with an appropriate example. **(20 Marks)**

Q05: ABC Company is a personal care company. Recently, they observed a gradual decline in sales over the past few months and have lost 15% of their market share in the last five years.

(a) Propose **three different types of sales analysis techniques** that the company should perform to identify trends and patterns in their sales performance. Explain each briefly.

(10 Marks)

(b) To improve sales team performance of the ABC company, management plans a training programme. Suggest four suitable **sales training methods** and briefly explain four suitable training methods.

(10 Marks)

(20 Marks)

(Total 100 Marks)