

AS-771

M.B.A. Semester—III Examination
SALES AND DISTRIBUTION MANAGEMENT IN PHARMACEUTICAL INDUSTRY
Paper—MBA/3202/M

Time : Three Hours]

[Maximum Marks : 70

Note :— (1) All questions are compulsory.

(2) Figures to the right indicate marks.

SECTION—A

1. (a) Define Sales Management. Discuss sales functions and policies. 14

OR

- (b) What is International sales management ? How is it different from Domestic sales management ? 14

SECTION—B

2. (a) Explain different steps in sales planning. 7
(b) You are appointed as a Sales Manager for a small toys manufacturing company distributing the toys throughout the state of Maharashtra with more than 50 sales executives. How will you design sales quotas for your sales executives ? 7

OR

- (c) What is Sales Budget ? How is it prepared ? 7
(d) Pavan Pharmaceuticals has following data related to forecasted and actual sales. Analyse and comment on the following data :

Year	Sales Forecast (Rs. '000)	Actual Sales (Rs. '000)
2011	100	98
2012	105	95
2013	110	92
2014	120	90
2015	125	90

7

3. (a) Define and discuss significance of salesforce management. 7
- (b) Amit electronics is large scale electronic instrument company. The company is well established in the market and have good reputation. It has more than 100 executives in its sales department. Design a compensation plan for its sales executive and justify your plan. 7

OR

- (c) Define and discuss the significance of motivation of sales executives. 7
- (d) Abhay, a sales executive at Frabrex Ltd. has been assigned Amravati as a sales territory. The company has various branches throughout the territory. You are required to guide Abhay as to which territory he should target and why ? 7

SECTION—C

4. (a) Discuss the role of distribution as marketing mix element. 7
- (b) Explain the functions of C&F (Clearing and Funding) agents. 7

OR

- (c) What do you mean by marketing channel integration ? 7
- (d) Discuss the importance of web marketing in today's competitive era. 7

SECTION—D

5. Suresh auto has got an exclusive dealership of Bajaj automobile in Amravati division company soon got a good dealer reputation but the service got doubtful after few years. The sales of Bajaj automobiles in the division starts declining. The company soon take a decision to appoint another dealer in the same division. Ramesh auto got the dealership for Bajaj automobiles in the same division. The company thought inter-dealer competition will improve service and gradual sales of the company in the division but the result was shocking. The sales of the company further declined. The customer got ambiguity in selecting dealer for purchase and service.
- (a) Was Bajaj Automobile wrong in appointing second dealer in same division ? 5
- (b) Was the channel conflict responsible for decline in the sales of Bajaj in the division ? Justify your answer. 4
- (c) What alternative channel decision would you like to suggest to boost the sales ? 5