

SECTION—C

5. "The company's sales forecast for year 2015-16 will be 4,40,000 numbers of washing machines" said Mr. Pawan Kumar G.M. (sales) of BG Electronics in the budget meeting held on Jan. 2015. at company's headquarter at Gurgoan. For determining the company's sales budget we also need information about market segments, product function like fully and semi automatic machines. In short marketing and production plans are essential for making effective sales budget. for making effective sales budget, there are various sales forecast method used in above case most important for the accuracy in sales forecasting.

Mr. Pawan Kumar has suggested the method of moving average and for accuracy of sales forecast, short term forecasting is good provided the stable market conditions and the adequate availability of historical data.

Questions :

- (A) What do you suggest to improve the accuracy of the sales forecast and to get break up of the sales forecast into product types and sizes and market segment. 7
- (B) Should the company's sales budget be lower, higher or equal to the sales forecast and why ? 7

M.B.A. Semester—III Examination

(New Course)

SALES & DISTRIBUTION MANAGEMENT

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) What is corporate social responsibility (CSR) ? What types of ethical issue faced by sales persons during their careers ? 14

OR

- (B) What are the various elements of channel information systems ? How information systems impact on developing channel relationships ? 14

SECTION—B

2. (A) What are the different type of compensation plans available for salesforce in market ? 7

- (B) Company has recently introduced new product in the market and decided to promote the same with existing sales team. Coaching, counselling and motivation needs for accepting new product. According to you which sales training method will more suitable in above case ? Justify. 7

OR

- (C) What are various criterias followed for design of sales territory ? 7
- (D) A pharmaceutical company has decided to appoint four Regional Sales Manager in the state. According to you which skills the Company should indentify in Regional Sales Manager ? Justify your answer. 7
3. (A) Explain the advantages and the limitation of personal selling. 7
- (B) Most of Office automation product like printer, scanners are generally demonstrated during the exhibition. Visitor visit to the stall, enquired about the product and mentioned detail about address, name, contact no. ... etc. According to you, what task clarity and policies should define by the company to motivate sales personnels ? 7

OR

- (C) Describe various challenges faced in international sales management. 7
- (D) Company has decided to sell the product through Direct Marketing method. According to you what type of process should be followed in personal selling ? 7

4. (A) Explain the advantages and limitation of Tele marketing ? 7
- (B) A company has appointed channel partners for selling electric good products one year before. If you want to check the desired performance of the channel partners how will you evaluate channel partners performance ? Justify. 7

OR

- (C) Describe the importance of communication in logistics for sales and marketing. 7
- (D) If a financial institute involves in identifying channel source used and cost incurred in making the product reach to end users. In above which model will be applied for evaluating the performance of channel partners ? Explain in detail. 7