

AU-1611

M.B.A. (Semester—III) Examination
SALES AND DISTRIBUTION MANAGEMENT
Paper—MBA/3202/M

Time : Three Hours]

[Maximum Marks : 70

- N.B. :—** (1) All questions are compulsory.
(2) Figures to the right indicate marks.

SECTION—A

1. (A) Sales people required knowledge about their company, products and services sold, market and sales related marketing policies. Justify the statement. 14

OR

- (B) Explain Sales Management. Also explain the various functions of Sales Management. 14

SECTION—B

2. (A) What is compensation ? How should a manager treat compensation as a tool for motivating sales people ? 7
- (B) "ZENITH" a leading company has introduced sales quota system in the previous years based on sales territory potential. After reviewing, it has been found that some sales persons could easily achieve their target and for some sales persons it has become very difficult. After certain investigations it has been found that certain territories were under-estimated and vice-versas, which is affecting the quarterly sales target. As a Sales Manager, what suggestions would you give to your Senior Sales Manager about revising sales quotas. 7

OR

- (C) What are the different methods of evaluation of sales performance ? Explain any one method in detail. 7
- (D) If you are appointed as a sale trainer for a consumer unit of a large strategic business unit of a large multinational company with 150 sales people, how would you decide their specific training needs ? 7

3. (A) Discuss the current trends in wholesaling and retailing. 7
 (B) A company wants to enter into "Ready to Eat" meal market. The company has decided to sell their products directly to the consumers. In the initial stages, company has decided to start distribution in Mumbai, Nagpur, Nasik and Pune. The Manufacturing plant of company is at Indore. According to you, what are the advantages and disadvantages of this strategy of distribution for the company ? 7

OR

- (C) What important role does the channel members play in adding value to the product ? 7
 (D) HUL is a leading FMCG Company having presence all over India. They are trying to evaluate their current channel systems. What factors should they consider for this evaluation ? 7

SECTION—C

4. (A) Explain the importance of distribution as an element of Marketing Mix. 7
 (B) What advantages an organisation gets by motivating its channel members ? 7

OR

- (C) What is Motivation ? Why is it important to study motivation in the context of Sales Management ? 7
 (D) Explain the objectives of staffing function of Sales Management. 7

SECTION—D

5. Vijeta Automobiles are the makers of very popular two wheelers. They started operations by combining sales and service with their dealers doing both the jobs. As long as volume of business were reasonable, the dealers did a good job of maintaining the service for the vehicle sold by them. They could also attend to repair quickly as they used to stock sufficient spares. In last 6-8 months, Vijeta is receiving lot of complaints from customers that the dealers do not attend to repair and maintenance promptly and many times force the customers to buy spares at extra cost from the market. This cause serious worries for Vijeta.

Management decided that as a test case in Mumbai they would take away the servicing job from the dealers and appoint separate franchised authorised service centers. This news has upset the dealers who have invested a lot in service facilities.

They are ready to assure Vijeta Automobiles of better service in future, but company is not convinced.

Questions :

- (i) In your opinion, what is the problem in the case and how you will resolve this conflict ? 7
 (ii) How important is channel management policies for any organisation ? What are the advantages and disadvantages of it ? 7