



AR - 1212

M.B.A. Semester – III

Paper MBA/3202/M

Sales & Distribution Management

P. Pages : 3

Time : Three Hours

Max. Marks : 70

- Notes : 1. All questions are compulsory.
2. Figures to the right indicate marks.

SECTION - A

1. a) Explain in details the sales related marketing policies. **14**

OR

- b) What is sales organisation? Discuss it's types with pros and cons of each. **14**

SECTION - B

2. a) What is sales forecasting? Explain it's importance in sales management. **7**

- b) Sheetal fertilizers is a new company. The company is in the introductory stage of fertilizers in India. The sales manager is facing an issue of sales forecast. Suggest a forecasting method to Sheetal fertilizers. Also explain the limitations of the method you are proposing justify your answer. **7**

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c) Enlist and Explain different types of sales Quota. 7

d) Atualya pvt. ltd is cosmetic product manufacturer and it distributes its products throughout the central India. The company wants to expand in its next planning time frame for entire India. Suggest sales planning procedure for Atualya pvt. ltd. Justify your answer. 7

3. a) Discuss the staffing function of sales executives in brief. 7

b) Axis bank started its penetration in all districts of the state. The Bank is in need of sales executives at all positions for its operations. Suggest the sources of recruitment for Axis bank. Justify your sources. 7

OR

c) Discuss the popular ways of compensating sales executives. 7

d) Promax chemicals is facing an issue of sales force turnover. The company has decided to evaluate the performance of entire sales force and design a performance Appraisal system what way of evaluation will you suggest? 7

SECTION - C

4. a) What is "Marketing Logistics"? 7

b) What is channel management? How will you measure the performance of channel members? 7

OR

c) What is Reverse Logistics? Explain its importance in distribution Management. 7

d) What is telemarketing? Discuss its pros and cons. 7

SECTION - D

5. Zenith computers ltd is a large scale computers assembling company. The company uses the components and raw material sources which are in the vicinity of the company. The company selects suppliers on the basis of competitive bidings. Mr. Ram joined Zenith ltd. as a sales manager Many vendors started keeping relationship with Mr. Ram for the selfish purpose.

Company directors noticed the faulty and low grade components entering the company. As a result the quality issues arouse. The board of directors finally decided to replace Ram and appointed another sales and purchase manager.

a) Was Mr. Ram at fault in selecting vendors? 7

b) What social and ethical issue you identified in Zenith ltd? 7
