

AT-1419

M.B.A. Semester—III Examination

SALES AND DISTRIBUTION MANAGEMENT

Paper—MBA/3202/M

Time : Three Hours]

[Maximum Marks : 70

SECTION—A

1. (A) Explain the importance of Personal Selling in Sales Management. Explain the Process of Personal Selling in detail. 14

OR

- (B) Explain relevance of International Sales Management in present content. How is it different from domestic sales management ? 14

SECTION—B

2. (A) Explain different types of sales quotas. Explain how sales quotas are used as a performance criteria in sales contest. 7
- (B) You are appointed as a Sales Manager of SURYA Pharmaceutical company specialised in selling high priced drugs. What type of annual sales budget would you design for sales promotion of this company ? 7

OR

- (C) Explain the steps involved in designing a compensation plan. 7
- (D) Which method would be suitable to forecast the sales of newly launched TATA NEXON for Indian market ? (Assume suitable data) based on sales cost analysis. 7
3. (A) What are the different methods of evaluation of sales performance ? Explain any one method in detail. 7

- (B) A company who has Pan-India presence in producing and marketing branded clothes decided to enter into mobile phone market. The company already had tied-up with a Japanese manufacturing company.

If you have been appointed as a Sales Manager for Nagpur region for Mobile Market, what suggestions could you give to the company regarding channel of distribution and why ?

7

OR

- (C) What are the advantages for an organisation by motivating its channel members ? 7

- (D) Prepare a distribution channel network for the following :

* e-commerce company "AMAZON" selling diverse products.

* Company selling fresh fruit juice with no added preservatives.

7

SECTION—C

4. (A) Discuss ethical and social issues in sales and distribution management. 7
- (B) Explain the Need Hierarchy Theory of Abrasion Maslow. How does the mechanism of Hierarchy work on individuals ? 7

OR

- (C) What procedure should a Sales Manager follow to select manpower for his organisation ? 7
- (D) What are the major elements which determine the distribution cost ? Explain. 7

SECTION—D

5. "Brother India Ltd." is a multinational company specialised in selling color printers for both corporate and household purposes. The company has presence all over India and is currently ranked 3rd in colour printers category. The company is striving hard to upgrade its market position in India.

The company operated through its 22 stockists located across India which further connects through another 130 dealers. M/S Gupta and Sons is a stockist for Delhi region and provided services for 5 Dealers in and around Delhi region including 2 Dealers from Noida region.

M/S Hirachand and Co. one of the dealers from Noida region has suddenly got bulk orders from IT companies operating through Noida region of about sales order of 35 colour printers which he got on his market intelligence. Now M/S Hirachand and Co. has skipped the stockist and has directly contacted the company.

This left M/S Gupta and Sons annoyed and they threatened the company that if he does not get his share of profit then he will stop dealing with the company and would join the competitors who are ranked No. 1 in the segment.

- (1) You bring the representative of “Brother India Ltd.” how will you resolve the conflict in the above case ? 7
- (2) In your opinion, is the distribution channel used by the company for all its customers justified. Give reasons. 7

