

Code: BA4T4

II MBA - II Semester - Regular Examinations JUNE 2015

SALES AND DISTRIBUTION MANAGEMENT

Duration: 3 hours

Max. Marks: 70 M

SECTION-A

1. Answer any FIVE of the following:

5 x 2 = 10 M

- a) Sales services
- b) Personal Selling
- c) Sales force
- d) Physical Distribution
- e) Sales Budget
- f) Performance Evaluation
- g) Public Relation
- h) Wholesaler

SECTION – B

Answer the following:

5 x 10 = 50 M

2. a) What do you mean by Sales Management? Explain the objectives of sales management.

OR

b) Explain the relationship between Sales and Marketing management.

3. a) Explain the various strategies used by a salesmen to boost sales in an organization.

OR

b) Describe the different steps involved in market analysis.

4. a) Why training of sales personnel is necessary? What are the key goals of the training program?

OR

b) Explain the process of recruitment and selection of sales personnel in an organization.

5. a) What is sales forecasting? Explain the importance of sales forecasting.

OR

b) What do you mean by territory management? Explain the significance of territory management.

6. a) Explain the process of designing distribution channel systems.

OR

b) Describe the role of logistic companies in success of company's distribution network.

SECTION – C

7. Case Study

1 x 10 = 10 M

The XYZ Company dealing with the business of cold beverages and have the same distribution strategies for the rural and urban market segments in India; and the company's make efforts towards effective execution of the strategies. Company built a distribution network in combination with its bottling partners and contract

manufacturers. In urban areas, it distributes products directly from bottling plants to retailers. However, owing to lack of proper infrastructure and difficult access to the remote villages.

Besides its distribution network, company adopted 'Right Execution Daily' (RED) strategy for effective execution of its distribution mainly in urban areas, which boosted the sales of the company. RED ensures the proper display, availability and activation of company's products in the retail stores. With the success of RED in urban markets, the company plans to implement it in rural areas as well.

However, given the potential of the Indian rural markets company current distribution strategy is not effectively utilizing the potential of the rural market. Company is facing lot of challenges in reaching out to the rural consumers and company market share is decreasing.

Questions

- a) What will you advise the company, to handle current situation?
- b) Give the solution to the existing problem and justify it.
- c) Develop a new distribution strategy for catering in rural market?
- d) State whether RED strategy of company will get success in the rural market or not and why?