

Code: BA4T4

**II MBA - II Semester – Regular/Supplementary Examinations
April - 2018**

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 management cycle
- b) Sales strategy
- c) Selection Vs Placement
- d) Sales promotion
- e) Channels of distribution
- f) Personal selling
- g) Compensating means
- h) Channels design factor

SECTION – B

Answer the following: 5 x 10 = 50 M

2. a) Explain the responsibilities of sales manager.

OR

b) Define marketing and evaluate sales department.

3. a) Explain the steps in market analysis.

OR

b) What is strategy? Explain designing sales strategy.

4. a) What is placement ? Explain placement of sales personnel.

OR

b) Explain the training process of sales personnel.

5. a) What is territory ? Explain territory management.

OR

b) What are the types of sales budget? Explain.

6. a) Define retailing along with process of distribution.

OR

b) What are the different elements of distribution logistics?

SECTION – C

7. Case Study

1x10=10

Sachin and Virag are two enterprising youth. They have passed out from IIM, Bangalore. They thought instead of doing a job, they will launch fresh vegetables in Indian markets. Having learnt of the future conventional foods, they decided to venture into cultivation of mushrooms.

Mushrooms are known to be the best alternative food for vegetarians. For Sachin and Virag fund raising was a serious handicap for mass production. However, the first trial batch of

mushrooms that they produced was bought by Star Hotel in Bangalore. Further, the hotel placed orders for supply of 20 kgs every day.

Now mushroom industry is run by small entrepreneurs, like Sachin and Virag. Another big player M/s Ashtavinayak Mushrooms, equipped with cold storage facility was more interested in the export market.

Sachin and Virag have set their sights high. They aim to sell mushrooms in a very big way all over India. Mushrooms have a great market potential and is a perishable food.

Questions

- A) How will you advise Sachin and Virag, as how to increase the consumer awareness about this new food?

- B) What would be your suggestions for distribution channel for mushrooms?