

Code: BA4T4

II MBA - II Semester - Regular Examinations JULY 2014

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 Manager
- b. Reseller
- c. Sales Display
- d. Sales Expenses
- e. Logistics service provider
- f. Sales Promotion
- g. Communication Channel
- h. Sales forecasting

SECTION – B

Answer the following: 5 x 10 = 50 M

2. a) Explain the different sales approaches. Describe the process of sales management.

OR

b) What do you mean by sales manager? Explain the responsibility of sales manager.

3. a) What is personal selling? Explain the process of personal selling.

OR

b) What do you mean by transaction cost analysis? Describe designing of sales force strategy.

4. a) Explain the different ways to keep motivating sales personnel. Why motivating is important for sales personnel.

OR

b) Describe the process of monitoring and evaluating the performance of sales personnel.

5. a) What do you mean by sales budget? Explain different types of sales budget.

OR

b) What are sales quotas? Explain the significance of sales quotas in sales process.

6. a) What is channel management? Describe the importance of channel management in success of distribution network.

OR

b) What do you understand by retailing and wholesaling? Explain the different types of retailer and wholesaler.

SECTION – C

7. Case Study

1 x 10 = 10 M

This distribution company ABC Pvt Ltd was experiencing declining year-over-year growth. Individual sales representatives were responsible for building their own base of business, and their

compensation increased and decreased with the growth of their territory. The effort required by sales representative to manage the baseline business does not always allow enough time to identify new customers and increase penetration in low volume accounts. Many sales representatives were experiencing workload issues as they tried to expand their business. The challenge that company CEO faces is ineffective sales model, and that they needed to make some changes. They wanted to determine how their representatives could increase sales effectiveness and improve sales productivity to impact new customer base, revenue growth and sales ROI.

a. What will you advise company CEO, to handle current situation.

3 M

b. Give the solution to the existing problem and justify it. 4 M

c. Develop a new sales model for improving sales productivity?

3 M