

II MBA - II Semester - Regular Examinations May 2016

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 Department.
- b. Transaction cost.
- c. Word of Mouth.
- d. Induction and Placement.
- e. Activity Quota
- f. Sales Budget.
- g. Retailing.
- h. Logistics.

SECTION – B

Answer the following: 5 x 10 = 50 M

2.

a) Explain the objectives of Sales Management.

(OR)

b) Elucidate the importance of Sales Management.

3.

a) What are the objectives of personal selling?

(OR)

b) Discuss at length the theories of personal selling.

4.

a) What are the different sources of recruitment of sales personnel?

(OR)

b) Explain the different techniques which are used for selection of personnel.

5.

a) Sales territories are essential to achieve the goals of sales department. Justify.

(OR)

b) How do sales quota and sales budget determine the sales forecasting?

6.

a) What are the different logistics involved in channel distribution?

(OR)

b) Differentiate between physical distribution and channel distribution.

SECTION – C

7. Case Study

1X10=10

Snigdha Home Appliances pays its sales personnel well. They are on expense account. Their promotional their prospects are bright. They get an opportunity to travel to exotic places as a

reward for their services. Many sales personnel draw five figure salaries. Snigdha has thought about an incentive plan to keep the sales people motivated. It has planned the ways to compensate sales people without increasing their tax liability. It has thought of providing the sales personnel a catalogue of household items which can be obtained by redeeming the points earned by them. It will provide good opportunity to them to point out to others with a great degree of pride that they have achieved, by showing the household item, and explaining how they earned it.

They also want to introduce a travel plan because a travel to beautiful locales home and abroad is an ultimate dream of many people. Travel plans score over reward redemption scheme because a reward that is repeated does not have incentive value, whereas a travel plan though repeated keeps up its incentive value.

Case Questions:

- 1) Can you think of some more incentive plans to Snigdha sales personnel?