



(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 270465

Roll No.

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M. B. A.

(SEM. IV) THEORY EXAMINATION, 2014-15
SALES & DISTRIBUTION MANAGEMENT

Time : 3 Hours]

[Total Marks : 100

- 1 Attempt any four parts of the following: [5×4=20]
- (a) Explain 'zone of indifference' with examples related to conflict management.
 - (b) "Estimating the cost of distribution is a herculean task". Comment.
 - (c) "There is no uniform way of forming a compensation plan across industries, however, sales organizations can take into account various factors that are important in designing the sales force compensation plan." Elaborate it by suitable examples from industry.
 - (d) What is simulation and how is it used for training the sales force?
 - (e) Should applicants be selected on the basis of personality or on the basis of ability? Justify your answer.
 - (f) Explain the role of sales management in marketing function.

- 2 Attempt any two parts of the following : [10×2=20]
- (a) "Demonstration means pointing at clearly the quality and features of the product and proving them with certainty." Justify the given statement with significance of demonstration.
 - (b) Design and develop a suitable sales forecasting method for automobile industry. Discuss its advantages.
 - (c) "A sales budget tries to optimize profits by accommodating customer services activities and incurring expenses to acquire new business." Illustrate this statement by explaining the factors to be considered while preparing sales budget.

- 3 Attempt any two parts of the following : [10×2=20]
- (a) Many companies recruit competitors' sales force. The sales manager of these companies have a feeling that let the competitor to the training and they can hire the trained sales force by paying an additional salary. Is this ethical? Does this make good business sense.
 - (b) Is it possible to conduct an interview with a computer in place of a human interviewer? What are the advantages and disadvantages of using a computer for conducting interviews in place of human beings? What problems does a recruiter face while interviewing through computer?
 - (c) Is every organization is a cultural shock for a new employee? How should a company design a training program to reduce cultural shock among its new employee?

- 4 Attempt any two parts of the following : [10×2=20]
- (a) Suppose a new FMCG company is trying to distribute its products directly to its consumer. What would be the major hurdles if this strategy is followed? Discuss its advantages and disadvantages.
 - (b) What are the major contributions of distribution channels to a society? Is it possible to imagine a society without distribution channels? Elaborate.
 - (c) "Designing a customer —oriented channel starts with the analysis of the service demands of the customer segment sought to be targeted by the channel." Discuss the statement with the help of examples of various products or services and also explain the channel design process.
- 5 Attempt any two parts of the following : [10×2=20]
- (a) "Channel conflict is defined as a situation where one channel member perceives the behavior of another channel member to be impeding the attainment of its goals or its effective functioning." Discuss the statement by explaining the possible methods to eliminate all types of conflicts.
 - (b) Design and develop the policies and methods for selecting a distribution channel in India for consumer electronic product. Justify your answer.
 - (c) Explain the significance of a specific influence strategy for channel management. At any time does a channel principal possess the authority to use any kind of influence strategy? If not, why?