M.B.A.

(SEM. IV) EXAMINATION, 2006-07
SALES & DISTRIBUTION MANAGEMENT

Time : 3 Hours]  [Total Marks : 100

Note :  
(1) Attempt all questions
(2) All questions carry equal marks.

1  (a) What do you mean by Sales Management ?  20

   Explain the functions of Sales Manager.

   (b) Discuss the changing role of personal selling.
       Highlight the usefulness of personal selling in
       selling pharmaceuticals to doctors.

   OR

   (a) Personal Selling is a two-way communication
       best suited to a company marketing consumer
       products with a poor brand loyalty. Discuss.

   (b) How would you handle these objections raised
       at the end of a sales presentation ?

       (i) Your product quality is not good.

       (ii) The price is not competitive.

       (iii) No after sales service.

VB-7038]  1  [Contd...
2. (a) Critically analyse the various methods of sales forecasting used for industrial as well as consumer products.
(b) 'Quotas' can act as a 'motivator' as well as demotivator. Comment.

OR

What are the forecasting methods that you would suggest for?
(a) A new range of Nike shoes targeted to higher class.
(b) A new refrigerator targeted to rural consumer.

3. (a) Suggest criteria for selecting salesmen for the consumer products division of a company.
(b) How do you prepare job description for sales representatives?

OR

3. (a) Suggest a compensation scheme for travelling sales persons for a marketer of soaps in entire country.
(b) Why is motivation of sales force more important than for employees in any other sphere of activity?
4 Attempt any two parts of the following: 20

(a) What do you understand by primary and secondary distribution channels partners? How are they different from each other?

(b) Discuss the objectives of distribution management. What are the various types of channels? Elaborate.

(c) In what ways do the 'sales' and 'distribution' function complement each other?

5 Write short notes on any two of the following: 10×2

(a) Channel conflicts and Resolutions.

(b) Selection of distribution channels.

(c) Channels Training program.