

B.B.A. SEM – V (2015 CBCS Course) : SUMMER - 2019
SUBJECT: ELECTIVE-II : SALES & DISTRIBUTION MANAGEMENT
(MARKETING MANAGEMENT)

Day: Wednesday
Date: 24/04/2019

S-2019-1973

Time: 02.00 PM TO 05.00 PM
Max. Marks: 100

N.B.:

- 1) Answer ANY FOUR questions from Section I. Each question carries 15 Marks.
 - 2) Answer ANY TWO questions from Section II. Each question carries 20 Marks.
 - 3) Answers to Both the sections to be written in SAME answer books.
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SECTION - I

Q.1) Answer the following: (15 Marks X 1 = 15 Marks)

Explain the various roles and responsibilities of sales managers?

Q.2) Answer the following: (15 Marks X 1 = 15 Marks)

What are the external and internal sources of recruitment? If you have to recruit sales professionals for a highly technical product, what sources would you consider and why?

Q.3) Answer the following: (15 Marks X 1 = 15 Marks)

Describe in detail the steps involved in sales force training process.

Q.4) Answer the following: (15 Marks X 1 = 15 Marks)

'The importance of sales force evaluation increases with its size and management will not intervene in it'. Do you agree or disagree with this statement and why?

Q.5) Write short notes on the following: Attempt ANY THREE (5 Marks X 3 = 15 Marks)

- a) Recruiting a sales representative
- b) Significance of personal selling
- c) Sales audit
- d) Role of physical distribution in marketing
- e) Direct marketing

SECTION - II

Q.6) Answer the following: (20 Marks X 1 = 20 Marks)

Medicare pharmaceutical is facing a revolt from six of its Mumbai distributors. Medicare is relatively new on the pharma front and is just ten years old but has well established products regularly prescribed by majority of the doctors and hospitals. When Medicare started operations in Mumbai, they had difficulty getting good distributors and hence offered 8 percent margin to the distributors. The company supported the products and distributors quite a lot to reach the present comfortable stage. The distributors also stood by it. Now the company wants to cut down the margin to the distributors to 6 percent as their sales volume are quite high. The distributors do not agree. They know that Medicare cannot get distributors like them. What do you think Medicare should do to sustain their business?

Q.7) Answer the following: (20 Marks X 1 = 20 Marks)

What are the types and reasons of channel conflict? And how to resolve these channel conflicts?

Q.8) Answer the following: (20 Marks X 1 = 20 Marks)

How does a sales Manager design a sales territory and what are the different shapes of territory design? Discuss.
