

**M.B.A. (GEN.) SEM-IV / M.B.A.(HR) SEM-IV (2016 Course) CBCS :
SUMMER - 2019**

**SUBJECT: SALES AND DISTRIBUTION MANAGEMENT
(MARKETING MANAGEMENT)**

Day: Thursday
Date: 09/05/2019

S-2019-2214

Time: 10.00 AM TO 01.00 PM
Max. Marks: 60

N.B.:

- 1) Answer ANY THREE questions from Section I. Each question carries 10 Marks
- 2) Answer ANY TWO questions from Section II. Each question carries 15 Marks.
- 3) Answers to Both the sections to be written in **SAME** answer books.
- 4) Draw a labeled diagram WHEREVER necessary.

SECTION - I

Q.1) Answer the following: (10 Marks X 1 = 10 Marks)

“Sales training is essential for newly appointed as well as experienced salespersons.” Do you agree? Justify your answer.

Q.2) Answer the following: (10 Marks X 1 = 10 Marks)

What are the different methods of sales performance appraisal used by the organizations? Explain.

Q.3) Answer the following: (10 Marks X 1 = 10 Marks)

What is meant by Personal Selling? Discuss in detail personal selling process.

Q.4) Answer the following: (10 Marks X 1 = 10 Marks)

What is meant by sales forecasting? Explain different methods of sales forecasting.

Q.5) Write short notes on the following: Attempt ANY TWO (5 Marks X 2 = 10 Marks)

- a) Recent trends in sales management
- b) Ways to identify potential customers
- c) Types of intermediaries
- d) Channel conflict

SECTION - II

Q.6) Answer the following: (15 Marks X 1 = 15 Marks)

As an in-charge of Sales operations of a newly set up publication house, develop suitable sales organizational structure for the same. State your assumptions clearly, if any.

Q.7) Answer the following: (15 Marks X 1 = 15 Marks)

Assume that you are appointed as In-charge Sales Operations of MALCO. The Company deals in aluminum extruded products such as door, window panels, partition frame etc. The company is located in Pune district of Maharashtra. Initially the company wants to focus on the western Maharashtra to further their business interests. It includes Pune, Satara, Sangli, Kolhapur and Solapur districts. You are required to design a sales territory so as to cover the given market effectively. Describe how you would go about it.

Q.8) Answer the following: (15 Marks X 1 = 15 Marks)

Aditya Solar is a company situated in Maharashtra. The company is dealing in solar water heaters, cookers, solar panels etc. in the regional market. The awareness about solar energy, the products that runs on it and its utilities has increased manifold amongst the people in general. Considering this fact the company has decided to widen its reach in the Indian market. As a Sales Manager what factors will you consider while selecting the channel members? Explain.
