

S.D.E.

M.B.A. (E) Sem-IV (2 Year Course) : SUMMER - 2019

SUBJECT: ELECTIVE – III : a) SALES & DISTRIBUTION MANAGEMENT
(MARKETING MANAGEMENT)

Day: Wednesday
Date: 15/05/2019

Time: 02.00 PM TO 05.00 PM
Max Marks. 70

S-2019-5222

N.B.

- 1) Attempt any **FOUR** questions from Section – I and any **TWO** questions from Section – II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both sections should be written in 'SAME' answer books.

SECTION – I

- Q.1** “Right selection of sales personnel will lead to cost savings for any business organization” Discuss. (10)
- Q.2** Explain the steps involved in designing a suitable compensation plan for sales personnel. (10)
- Q.3** What do you mean by Sales Management? Explain its nature and scope. (10)
- Q.4** Does a company benefit by designing sales territories? Provide an overview of steps involved in designing sales territories. (10)
- Q.5** Write short notes on any **TWO** of the following (10)
- a) Sales cost analysis
 - b) Sales contests
 - c) International marketing channels

SECTION - II

- Q.6** Select an appropriate channel intermediary for a company that has ventured into selling of branded fruits in India. Justify your choice. What factors will you consider in making the choice of channel? (15)
- Q.7** Design a sales training programme for sales executives of an insurance company that has recently started operations in India. (15)
- Q.8** A company from the SME sector is into production of towels and bedsheets. They have a sales department and are very strong in few states of India in terms of sales of their products. Upon analysis they have found that the northern and eastern states in India offer tremendous potential for sale of their products. Though they have sales personnel in these regions their sales performance is not up to expectation. You have been approached to device an appropriate sales evaluation programme so that the performance of each division or sales personnel can be easily identified. Prepare an appropriate sales evaluation programme for the company. (15)

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