

S.D.E.
M.B.A. Sem-IV (2013 Course) : SUMMER - 2019
SUBJECT: ELECTIVE – VI: SALES AND DISTRIBUTION MANAGEMENT
(MARKETING MANAGEMENT)

Day: Tuesday
Date: 21/05/2019

Time: 02.00 PM TO 05.00 PM
Max. Marks: 70

S-2019-5063

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 the sections should be written in **SAME** answer book.

SECTION-I

- Q.1** What is the nature and scope of Sales Management? Explain giving examples. (10)
- Q.2** Describe what is setting and formulating personal selling objectives? (10)
- Q.3** What is the significance of designing and administering compensation plans for sales personnel. (10)
- Q.4** Why sales territories are designed? What are the objectives of quotas for sales personnel? Explain giving examples. (10)
- Q.5** Why Sales meetings and sales contests are organized? Are these beneficial to an organization? (10)
- Q.6** Write short notes on Any **TWO** of the following: (10)
- a) Sales cost and cost analysis
 - b) Marketing channel policies and legal issues
 - c) Assessing performance of marketing channels
 - d) International Marketing Channels

SECTION-II

- Q.7** Design a process for recruiting; selecting sales personnel for a recently opened cotton Spreadsheets, Cushion and Bed covers Mall in your city. State your assumptions. (15)
- Q.8** Develop marketing channels with their structures for distribution of Ayurvedic drugs and dental care products manufactured by a multinational company. Also describe their functions and responsibilities. (15)
- Q.9** Design distribution channels for: (15)
- i) Smart cell phones
 - ii) Selected household items in rural areas of your state.

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