

(Gen.)
M.B.A. SEM-IV / M.B.A.(HR) SEM-IV (2016 COURSE) CBCS :
SUMMER - 2018

SUBJECT: (MARKETING MANAGEMENT)
3) SALES & DISTRIBUTION MANAGEMENT

Day : Wednesday
Date : 09/05/2018

Time 02.00 PM TO 05.00 PM
Max. Marks: 60

S-2018-1840

N.B.:

- 1) Attempt any **THREE** 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 **SEPARATE** answer book.

SECTION-I

- Q.1 What is meant by sales organization? Illustrate the types of sales organization structures with suitable examples. (10)
- Q.2 What are the different types of sales quotas? Explain the need and importance of sales quotas in the light of current business scenario. (10)
- Q.3 Write a detailed note on the methods of sales force performance appraisal. (10)
- Q.4 What is meant by Sales Territory? State and explain the methods of designing sales territories. (10)
- Q.5 Write short notes on any **TWO** of the following: (10)
- a) Performance appraisal of channel members
 - b) Role and functions of a retailer
 - c) Sales closure techniques
 - e) Sales forecasting

SECTION -II

- Q.6 Assume that you are appointed as VP Sales of a leading fast moving consumer goods company (FMCG) company. The revenue generated through sales is decreasing since last couple of quarters. The top management has asked you to prepare a comprehensive plan covering suitable training inputs for the sales persons and motivation of the sales force. (15)
- Q.7 As a Sales Manager of a leading transport service provider, you are facing following problems: (15)
- i) Sales persons are not spending adequate time to develop new customers.
 - ii) They are concentrating more on easy to sell products than profitable products to achieve their targets.
- Suggest compensation cum motivation plan to address this problem effectively.
- Q.8 As a sales representative of a leading Air Conditioner brand, how would you handle the following objections raised by the prospective customers? (15)
- i) The air conditioners are too expensive.
 - ii) I am satisfied with my current air conditioner.
 - iii) I will get back to your soon.