

S.D.E.

M.B.A. (E) SEM-IV (2 YEAR COURSE) : SUMMER - 2018

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

Day: **Saturday**
Date: **02/06/2018**

S-2018-4585

Time: **02.00 P.M. TO 05.00 P.M.**
Max Marks. 70

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 **SEPARATE** answer books.
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SECTION – I

- Q.1** What important factors must be considered while recruiting and selecting sales personnel? (10)
- Q.2** What are the key components for designing effective compensation plans for sales personnel? (10)
- Q.3** Discuss on marketing channels in terms of their structure & functions. (10)
- Q.4** Discuss the concept of sales cost analysis. (10)
- Q.5** Write short notes on any **TWO** of the following (10)
- a) Nature of sales management
 - b) Setting personal selling objectives
 - c) Information system and channel management

SECTION - II

- Q.6** Design a sales training programme for sales executives of an online food delivery startup. Given the challenges of the service industry, what will be the most crucial training component that you will include? Explain. (15)
- Q.7** You have been working as a Sales Manager for a leading FMCG company for more than 10 years. Now you have joined a new FMCG company into manufacturing of cosmetics. A team of 10 sales personnel have been recruited under you to initiate sales of company products. How would you go about designing territories and setting sales quotas for each of the sales personnel? Make assumptions wherever necessary. (15)
- Q.8** A new startup company has been operating since last one year. They are into sales of furniture products and have started operations all over India. You have been asked by the CEO of the company to devise a sales evaluation programme. Prepare a guideline so that the company is in a position to evaluate the performance of the sales force. (15)

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