

S.D.E.

M.B.A. SEM-IV (2013 COURSE) : SUMMER - 2018
SUBJECT: ELECTIVE – VI: SALES AND DISTRIBUTION MANAGEMENT
(MARKETING MANAGEMENT)

Day: **Saturday**
Date: **23/06/2018**

S-2018-4426

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

N.B.

- 1) Attempt any **THREE** questions from Section – I & 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 books.
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SECTION - I

- Q.1** Discuss the various methods which may be used for evaluating Salespersons' performance. (14)
- Q.2** Explain in details why it is important for a Sales Manager to set quotas for sales persons? (14)
- Q.3** Write a detailed note on the nature and scope of Sales Management considering the current business scenario. (14)
- Q.4** What do you understand by the term Sales Territory? What are the benefits and limitations of sales territory? Explain. (14)
- Q.5** Write short notes on any **TWO** of the following (14)
- a) Recruitment and selection of sales personnel
 - b) International Marketing Channels
 - c) Setting and formulating personal selling objectives
 - d) Sales Analysis

SECTION - II

- Q.6** As a Sales Manager of a leading LED bulbs and tubes manufacturing and marketing company, design a sales training programme for your salesmen. Give an outline of the training programme. (14)
- Q.7** Why there is a need for motivating salespersons when they are getting paid for the job they do? Explain with suitable examples. (14)
- Q.8** Design a suitable distribution channels for the following products so as to reach the market as per customers' convenience. (14)
- a. Consumer durables
 - b. Cosmetics

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