

S.D.E.
M.B.A. (E) Sem-IV (2 Year Course) : WINTER - 2018
SUBJECT: ELECTIVE – III: SALES & DISTRIBUTION MANAGEMENT
(MARKETING MANAGEMENT)

Day: Thursday
Date: 06/12/2018

W-2018-4761

Time: 02.00 PM TO 05.00 PM
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) Answer to both the sections should be written in **SAPARATE** answer book.
-

SECTION-I

- Q.1** Why developing and conducting sales training program is important to sales personnel? What are its objectives and who conducts sales training program? **(10)**
- Q.2** What do you understand by compensation plans? How it is designed and administered? Explain giving examples. **(10)**
- Q.3** Explain the necessity and importance of developing and managing sales evaluation program. **(10)**
- Q.4** What are marketing channels? What are their structure, functions and relationships? Explain giving examples. **(10)**
- Q.5** Discuss in detail the steps involved in personal selling process. **(10)**
- Q.6** Write short notes on Any **TWO** of the following : **(10)**
- a) Sales meetings and sales contests
 - b) Objectives and quotas for sales personnel
 - c) Channel intermediaries
 - d) International marketing channels

SECTION-II

- Q.7** Design distribution channels for the following: **(15)**
i) Digital watches and cell phones
ii) Two wheelers and Hybreed cars
- Q.8** Prepare a plan to appoint channel intermediaries Franchises for distribution of vegetable Pizza and a variety of icecream packs in your city. State your assumptions. **(15)**
- Q.9** You have noticed that your company's sales turnover has come down in past six months. Your company manufactures and sells consumer household items. How can you motivate your sales personnel to increase sales turnover? Prepare plan for them. **(15)**
-