

S.D.E.

**M.B.A. Sem-IV (2013 Course) : WINTER - 2018**  
**SUBJECT: ELECTIVE – VI: SALES AND DISTRIBUTION MANAGEMENT**  
**(MARKETING MANAGEMENT)**

Day: Wednesday  
Date: 12/12/2018

**W-2018-4595**

Time: 02.00 PM TO 05.00 PM  
Max Marks. 70

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**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** What are the different sources of recruitment used for recruiting sales personnel? Discuss in brief the advantages & disadvantages of the following: (14)
- a) Campus recruitment
  - b) Employee referrals
- Q.2** Discuss the role & functions of wholesalers & retailers in the context of current business scenario. (14)
- Q.3** Write a detailed note on developing & managing sales evaluation programme. (14)
- Q.4** a) Explain in detail the need & importance of sales training for experienced & newly recruited sales personnel of an organization. (07)
- b) What are the different methods of imparting sales training to sales personnel? Explain in brief. (07)
- Q.5** Write short notes on any **TWO** of the following (14)
- a) Allocation of sales efforts
  - b) Personal selling objectives
  - c) Channel Management
  - d) Cost analysis

**SECTION - II**

- Q.6** Assume that you are appointed as the Head of sales Department of VALCO (Vijay Aluminum Company), which is a new company. It deals in manufacturing & marketing aluminum extruded products such as doors, window, partition and aluminum frames etc. Customers include household & business organizations. The factory is located in Pune. Initially the company has decided to focus its sales & distribution efforts in Western & Southern part of India. You are required to design sales territories to cover the said regions effectively. Describe how you would go about your task. (14)
- Q.7** As a Sales Manager, you have faced the problems like a) sales persons are not spending adequate time to develop new customers, b) sales persons are focusing more on easy to sell products rather than products that offers more profit potential to achieve their sales quotas. To address these problems you are required to suggest a suitable compensation plan for the sales persons. (14)
- Q.8** Shine Light is a company that manufactures & markets LED bulbs & tube lights. Design a suitable distribution channels for shine light (14)