

S.D.E.

M.B.A. (E) SEM-IV (2 YEAR COURSE) : WINTER - 2017
SUBJECT: ELECTIVE – III : a) SALES & DISTRIBUTION MANAGEMENT
(MARKETING MANAGEMENT)

Day: **Thursday**
Date: **21/12/2017**

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

W-2017-4394

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** Why is it important to design sales territories? Discuss various factors involved in designing sales territories & setting quotas for sales personnel. **(10)**
- Q.2** Why is it important to conduct sales cost analysis for any business organization? Discuss. **(10)**
- Q.3** On what basis is compensation of sales force in a business organization decided? Discuss on any financial and non-financial compensation plans suitable to any business organization. **(10)**
- Q.4** Why are sales training programme important? Discuss methods of sales training programme for junior level sales force adopted by sales department. **(10)**
- Q.5** Write short notes on any **TWO** of the following **(10)**
- a) Assessing performance of marketing channels
 - b) Motivating sales force
 - c) Scope of sales management

SECTION - II

- Q.6** You are a Sales Manager in a fast moving consumer goods company. Your company has recently imitated a new cosmetics division for which it requires to hire 20 sales executives who will work on field in two identified states of India. Design an appropriate Recruitment & Selection programme to choose the right candidates **(15)**
- Q.7** Select suitable marketing & distribution channels for the following: **(15)**
- a) A company manufacturing toys for infants
 - b) A company marketing Water purifiers
- Justify your choice in terms of reaching out to exact target markets and other operational requirement in managing channels.
- Q.8** Design a sales evaluation programme for a company into manufacture of paints. The company has a sales staff of 16 sales personnel at different hierarchical levels i.e. Front line Sales Executive, Regional Sales Head and Sales Manager. **(15)**

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