

S.D.E.

M.B.A. SEM-IV (2013 COURSE) : WINTER - 2017

SUBJECT: ELECTIVE – VI: SALES AND DISTRIBUTION MANAGEMENT  
(MARKETING MANAGEMENT)

Day: **Thursday**  
Date: **28/12/2017**

**W-2017-4235**

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** Write a detailed note on developing & managing Sales Evaluation Programme. (14)
- Q.2** What is meant by Sales Territory? Discuss the methods of designing sales territories. (14)
- Q.3** What is meant by Sales Quota? Why it is important for a Sales Manager to set quotas for sales persons? Explain. (14)
- Q.4** a) “There is a need to motivate the sales personnel even if they are getting paid for job they do.” Do you agree with this statement? Justify your answer. (07)
- b) Discuss in brief the types of compensation plans. (07)
- Q.5** Write short notes on any **TWO** of the following (14)
- a) International marketing channels
  - b) Sales analysis
  - c) Sales meetings
  - d) Nature & scope of Sales Management

**SECTION - II**

- Q.6** Design a sales training programme for a batch of newly recruited sales personnel of a tours & travels company. (14)
- Q.7** Some nationalized banks recruit only experienced persons or promote people from within the organization. On the other hand private banks like ICICI Bank, HDFC Bank etc. recruit extensively from management institutes. Explain the difference in the sources used by these financial organizations selling essentially similar services & products. (14)
- Q.8** Design a suitable distribution channel for Idea Cellular at your city. Make your assumptions clear. (14)