

CDOE
MASTER OF BUSINESS ADMINISTRATION (2013 COURSE)
M.B.A. Sem-IV : WINTER :- 2021
SUBJECT: SALES & DISTRIBUTION MANAGEMENT

Day : Tuesday
Date 22-02-2022

W-9998-2021

Time : 02:00 PM-05:00 PM
Max. Marks: 70

N.B.

- 1) Attempt any **THREE** questions from Section – I and 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 book.

SECTION – I

- Q.1** Write an illustrative note on designing and administering compensation plans for sales persons. (14)
- Q.2** Discuss in detail the need and importance of sales training. (14)
- Q.3** What are the different sources of recruitment used for hiring sales persons? Discuss the advantages and disadvantages of each source. (14)
- Q.4** Discuss the role and functions of retailers in the light of current business scenario. (14)
- Q.5** Write short note on any **TWO** of the following: (14)
- a) Sales territory
 - b) Channel management
 - c) Motivating sales personnel
 - d) Nature and scope of sales management

SECTION – II

- Q.6** You company had introduced a sales quota system in the previous year based on sales territory potential. When you were reviewing the performances of sales persons, you noticed that, some sales persons could easily achieve their sales quota as sales potential of their territory were under estimated and for some other people exactly reverse had happened. As a sales manager what would you do to make sales quota more realistic for the sales persons in the next year? State your assumptions clearly, if any. (14)
- Q.7** As a sales executive of a tours and travels company how will you deal with the following objections: (14)
- a) The duration of the tour is short.
 - b) The service packages offered to me are too expensive.
 - c) Why should I avail services from you?
- Q.8** Krishak Agro-tech Ltd. is a company situated in Sikkim. It deals in organic fertilizers, indigenous seeds etc. in the regional market. In the last five to six years the awareness about such fertilizers and its utility has increased manifold amongst the farmers across India. Considering this the company has decided to widen its reach in the National Market as In-charge of sales operations what factors will you consider while selecting the channel members? Explain. (14)

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