

(Following Paper ID and Roll No. to be filled in your
Answer Books)

Paper ID : 270481

Roll No.

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M.B.A.

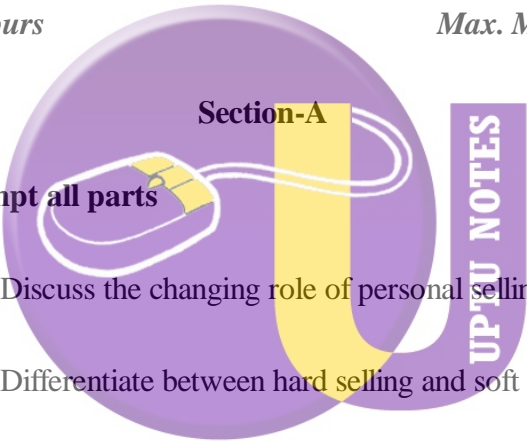
Theory Examination (Semester-IV) 2015-16

SALES & DISTRIBUTION MANAGEMENT

Time : 3 Hours

Max. Marks : 100

Q1. Attempt all parts (2×10=20)

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- (a) Discuss the changing role of personal selling?
 - (b) Differentiate between hard selling and soft selling.
 - (c) What tools does a hiring organization have at its disposal when attempting to select a new salesperson?
 - (d) Discuss the importance of “Marketing channels”.
 - (e) How can a line manager motivate the distributor?

- (f) What specific sales organization structure would you recommend for a fast food outlet with home delivery as a major market.
- (g) What forecasting methods would you suggest for a kitchen appliance to be newly introduced in Indian market?
- (h) What factors will you keep in mind while designing sales territories?
- (i) What are the various types of channel conflict?
- (j) Explain the budget process with the help of suitable examples.

Section-B

UPTU NOTES

Q2. Attempt any five parts

(10×5=50)

- (a) What do you mean by sales management? Explain the functions and responsibilities of a sales manager.
- (b) How would the sales presentation differ in the following cases:
 - a) Selling a life insurance policy
 - b) Selling office computers

- (c) With the help of suitable example explain how does Maslow's hierarchy help in motivating the sales force?
- (d) What are the basic functions being performed by channel members at various level?
- (e) 'Quotas' can act as a 'motivator' as well as 'demotivator'. Comment.
- (f) Suggest a compensation scheme for a travelling sales person for a marketer of pharmaceuticals in entire country.
- (g) Design marketing channels for cellular phones showing channel levels.
- (h) Prepare a sales training programme for two newly recruited salesmen of the consumer product division of a company.

Section-C

Attempt both questions

(15×2=30)

- Q3. Eureka Forbes uses personal selling as a major marketing communication tool than advertising or sales promotion for their vacuum cleaners and water purifiers. What is the relevance of such a strategy?

Q4. You are the sales executive of Star TV and you sell TV connections which provide four channels for different programmes. You are required to answer the following questions:

- a. Who are your major competitors?
- b. What are your strengths and weaknesses?
- c. What will be your sales strategy?

Q5. What do you understand by Territory Design? You being a regional head what factors would you consider for territory design of domestic products like refrigerator? Explain in detail.

