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Total Number of Pages: 02

MBA
15MNG304A

3rd Semester Regular Examination 2017-18
Sales & Distribution Management (SDM)

BRANCH : MBA

Time: 3 Hours

Max Marks: 100

Q.CODE: B679

Answer Question No.1 and 2 which are compulsory and any four from the rest.
The figures in the right hand margin indicate marks.

Q1 **Fill in the Blanks :** **(2x10)**

- a) A distribution system in which producers, wholesalers and retailers operate as a unified system is called-----.
- b) ----- channel conflict takes place among the channel members at different levels of the channel.
- c) An element of value chain which involves activities associated with receiving storing and disseminating inputs to the product is called----- logistics.
- d) A path traced in the direct or indirect transfer of title to a product as it moves from a producer to the ultimate consumer is called -----.
- e) A type of sales organization in which separate sales forces are assigned for each product category is called----- organization.
- f) ----- is an external source of recruitment of sales people in which company personnel can provide the management with leads to potential recruits from outside the firm.
- g) In Maslow's Need Hierarchy theory of motivation, Esteem Need comes in between ---- - Need and ----- Need.
- h) Under ----- type of sales force compensation plan there is a direct link between the remuneration and the sales performance and productivity.
- i) In ----- step of the personal selling process a sales person makes initial contact with the prospective customer and creates a favorable first impression.
- j) In ----- technique of sales forecasting a group of experts articulate their opinions in an environment in which the majority opinion is not disclosed to prevent it from influencing others.

Q2 **Explain the following :** **(2x10)**

- a) Sales quota
- b) Bulk breaking
- c) Product assortment
- d) Exclusive distribution
- e) Wedge shaped sales territory
- f) Sales contest
- g) Closing the sale
- h) Mom and Pop store
- i) Work load Approach to create sales territory
- j) Sales potential

Q3 Discuss various types of compensation plan for the sales force. While designing a suitable compensation package for your sales force what factors should you take into consideration? **(15)**

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Q4 “The channel design process takes into account both the logistical and commercial aspects of a specific channel.” Explain the statement and discuss the steps involved in the process of designing a customer oriented distribution channel. **(15)**

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Q5 “Personal selling is a two-way traffic.” Why is it said so? Explain various steps involved in the personal selling process and discuss the situations which are conducive for effective personal selling. **(15)**

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Q6 The followings are the common objections raised by most distributors (from their perspective).As a sales manager you are required to make plans and address these concerns to motivate the distributors within the framework of your company policies.(Assume policies)
Your product is exactly as good as that of the competitors nothing more than that as claimed by you.
What is the discount (profit) for me?
Your price is too high compared to the competitors. **(15)**

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Q7 Do you feel managing international channel is radically different from managing domestic channel of distribution? Give reasons for your answer and discuss various modes of international entry decisions with their implications. **(15)**

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Q8 **Answer the following questions :** **(7.5x2)**

a) Explain various methods of preparing sales budget.

b) Write a note on the relevance of effective supply chain management