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Total Number of Pages: 02

MBA
15MNG304A

3rd Semester Regular Examination 2016-17

SALES & DISTRIBUTION MANAGEMENT

BRANCH: MBA

Time: 3 Hours

Max Marks: 100

Q.CODE: Y740

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

Part – A (Answer all the questions)

Q1 Answer the following questions: (2 x 10)

- The ----- stage of the personal selling process involves the first meeting between the sales person and the prospect, which aims to get the prospect's attention, stimulate interest, and build a working relationship
- type of sales organization violates the principle of unity of command.
- In----- type of compensation plan a sales person is paid a fixed amount regularly and provides a sense of security.
- A type of selling, in which a sales person provides value added benefits to the buyer and creates a climate of lasting mutual trust and confidence is called-----.
- A sales person who moves around the market and builds goodwill and reputation for the product and the firm is known as----- salesman.
- A type of interview, in which each applicant for sales job is asked a patterned and similar questions is called ----- interview.
- In----- distribution pattern a product is sold through as many outlets as possible.
- involves following down all the sales leads in the target market and gives a starting push to the personal selling process.
- A----- VMS has a distinct characteristic of combination of successive stages of production and distribution under a single ownership.
- In ----- method of sales forecasting, the managers or executives of the organization combine their experience and judgment to determine the sales potential.

Q2 Answer the following: (2 x 10)

- What do you mean by 'closing the sale'?
- Who is an order-getter salesman?
- Explain the clover-leaf shape of sales territory.
- Distinguish between transactional selling and relational selling.
- What do you mean by sales quota?
- What do you mean by Drop shipment wholesaler?
- What is VMS?
- What are the four types of utilities a marketing distribution system usually provides to its customers?
- What is Work Load method of determining the sales force size?

Part – B (Answer any four questions)

- Q3** “Selection of a wrong sales person is not only unsuitable for the job but he/she also drains the resources of the company and makes an adverse impact on the reputation of the company” Discuss the statement and explain the steps involved in the selection process of suitable sales force. **(15)**
- Q4** “Sales organizations should be adaptable to changing environment.” Why is it necessary? Explain various forms of sales organizations usually found in the present LPG era **(15)**
- Q5** Explain the characteristics of a good sales force compensation plan. Draw out a comparison between straight salary plan and straight commission plan of sales force compensation with their relative merits and limitations **(15)**
- Q6** Why do conflicts occur in a distribution channel? As the sales manager how would you resolve the channel conflicts? Explain your assessment of the impact of the various types of channel conflicts on the channel performance **(15)**
- Q7** Why should supply chain be viewed as a set of interrelated processes and activities that need to be aligned, coordinated and synchronized, rather than a series of discrete, non-aligned activities? What are the fundamentals of effective supply chain management? **(15)**
- Q8** As a sales manager of the international division of a company, what differences do you perceive in the expectations of customers across the countries and why such differences occur? Explain various modes of international entry decisions and outline their implications **(15)**