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Total Number of Pages: 02

MBA
MGT 304A

3rd Semester Regular / Back Examination 2015-16
SALES AND DISTRIBUTION MANAGEMENT

BRANCH: MBA

Time: 3 Hours

Max marks: 70

Q.CODE: T559

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

Q.1 Answer the following questions: **(2 x 10)**

- a) Canned presentation
- b) Geographical control unit
- c) Relational selling vs. Transactional selling
- d) Vertical marketing system
- e) Non-Store retailing
- f) Hybrid channels
- g) Reverse logistics
- h) Sales quota
- i) Clover-leaf
- j) Intensive distribution

Q.2 a) Case study: **(10)**

Patric McKnight just became vice president of sales for General Industries, overseeing 150 sales people and 10 sales managers. General's sales were solid, but profit margins were abysmal. General's president asked McKnight to correct the situation.

During the first few months of McKnight's tenure, he spent much time on the road with his sales people, visiting customers. His mission was twofold: introduce himself to general's customers and observe the selling style of his sales people. He discovered that price cutting was rampant. McKnight's predecessor, he learned, had managed with the credo 'sales at any cost.' Unfortunately for General Industries, the practice cost the company profits.

McKnight has to devise a turnaround strategy. His biggest challenge will be to get 150 sales people to drastically adjust the way they have been selling for the first four years under the former sales VP and he must get his 10 sales managers to support and encourage the change. McKnight knows that his toughest challenge will be managing the drop in sales that may result

from his new mandate 'sell on value, not on price cuts.' But he is also worried that many of his sales people will leave the company fearful that their commissions will be reduced in the short term.

Questions:

(i)- How can the new VP introduce his new policy without creating resentment among the sales people?

(ii)- Do you feel that a retraining program is necessary to bring around a change among the sales people in view of the changed policy introduced by the new VP? If yes, what would you focus on in the retraining program

- Q.3** 'A straight salary plan is often a solace for inefficient sales people, whereas a straight commission plan paves the path for such parasites to leave the organization.' Elaborate the statement with your considered opinion and evaluate the straight commission method. **(10)**
- Q.4** What are the major objectives of conducting training for sales force? Explain various methods of sales training and as a sales manager suggest suitable training program for fresh engineering graduates who would be taking up independent selling assignment for industrial products **(10)**
- Q.5** What is sales territory? What are the factors those affect the carving of sales territories? Discuss the methods of establishing sales territories. **(10)**
- Q.6** Why do conflicts occur in a distribution system? Is it possible to eliminate all types of conflicts in a channel relationship? How does channel conflict affect channel performance? **(10)**
- Q.7** Why should supply chain management 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? **(10)**
- Q.8** Critically discuss various modes of market entry decisions and explain the factors that determine the mode of market entry in the context of the international orientation of companies. **(10)**