

[41008]
M.B.A. DEGREE EXAMINATIONS
FOURTH SEMESTER
SPECIALIZATION : MARKETING MANAGEMENT
Paper - VIII : SALES AND DISTRIBUTION MANAGEMENT
(W.E.F. 2016-17 Admitted Batch)

Time : 3 Hours

Maximum : 75 Marks

SECTION - A

Answer any five questions not exceeding one page each:

(5×4=20)

1. a. Concept of sales organisation.
- b. Sales Budget.
- c. Need for sales control research.
- d. Channel Design.
- e. Managing Logistics.
- f. Territory management.
- g. Sales quotas.
- h. Role of sales manager.

SECTION - B

Answer all the questions not exceeding 4 pages each.

(5×8=40)

2. a) What is meant by sales department? What is the process involved in organisation of sales department?

(OR)

- b) Outline the recent trends taken place in sales management.

3. a) Examine the techniques available for forecasting sales.

(OR)

- b) Discuss the need and importance of Analysis of market potential.

4. a) Is training compulsory for salesman? Suggest a suitable method of training for salesman.

(OR)

- b) Explain the process involved in evaluation of salesmen's performance.

5. a) Suggest some important measures to motivate channel members.

(OR)

- b) Outline the functions of channels of distribution.

6. a) Identify the reasons for channel conflicts. Suggest measures to overcome them.

(OR)

- b) What do you understand by supply chain management? What issues are involved in it?

SECTION - C

7. **Case Study (Compulsory)**

(1×15=15)

Case Analysis : Analyse the following case and answer the questions.

Kiran Pvt. Ltd. is a 100% Indian confectionery manufacturing and distribution company. Nimal is the National Sales Manager of Kiran which has over 50 varieties of confectioneries. Kiran was the market leader in over 35 varieties. However, due to many macro and micro reasons they have lost the market leadership in all these 35 categories. The Director Marketing, Mohan was a worried man on realising this and embarked on fact finding research and the conclusion was the lack of motivation among the sales and marketing team as the main cause for this. After an intense head hunting exercise, Mohan was able to recruit Nirmal as the National Sales Manager for Kiran. Nirmal's passionate experience in the industry and his reputation for the excellent interpersonal relationship was the edge he had over others for his selection for the job.

Question:

Assume that you are Nirmal, you are requested by Mohan to provide a sales team motivational plan. Develop the structure of such a plan giving proper justification.
