

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

PAPER ID : 7152

Roll No.

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M.B.A.

(SEM IV) EVEN SEMESTER THEORY EXAMINATION,
2009-2010

SALES AND DISTRIBUTION MANAGEMENT

Time : 3 Hours

Total Marks : 100

Note : (i) Attempt **ALL** questions.

(ii) All questions carry *equal* marks.

1. Write short notes on any four of the following : (4x5=20)

- (a) Good selection promotes cost savings.
Comment.
- (b) What do you mean by socialisation and assimilation in hiring process ?
- (c) Define the benefits of a good territory design.
- (d) Define the purpose of sales budget.
- (e) Explain the steps involved in designing a compensation plan.
- (f) Define AIDAS theory.
- (g) What are the non-financial compensation plan ?

2. (a) What are the advantages and disadvantages of using prepared, or canned sales presentations ? Give examples of when using a canned presentation might be better than using a less structured presentation. (10)
- (b) "The amount and kind of developmental selling depends upon the natures of prospects and customers and the nature of product". Explain. (10)

OR

- (a) "Sales forecasting is a very difficult task, thus sales managers are equipped with some guidelines to enhance the accuracy of the sales forecast". In the light of the above statement explain sales forecasting and its guiding principles. (10)
 - (b) What is the 80-20 principle, and how does it apply to sales performance evaluation ? Also explain the reasons for mis-directed efforts. (10)
3. (a) "Performance evaluation is a part of marketing audit". Comment. Also explain how the evaluation system be used to direct the efforts of sales people ? (10)
 - (b) What can management do to reduce a salesperson's : (10)
 - (i) Role ambiguity ?
 - (ii) Role conflicts ?

OR

- (a) "Sales quota explains how much and for what period ?" Explain. Also explain the various types of quotas and procedure involved in setting each of them. (10)
- (b) "Sales force management is a same as general personnel management but somewhat specialised. Comment on the statement and explain the activities involved in sales force management. (10)

4. (a) Sales contests offer incentives beyond the compensation plan. Explain the importance of sales contest and the objections associated with it. (10)
- (b) Explain in detail the distribution channel strategy. Also explain the various kinds of distribution policies based on the attributes of objectives, customers and marketing orientation. (10)

OR

- (a) What factors influence the choice of channel decisions ? Also define the participants involved in the channel system. (10)
 - (b) Explain the importance of channel distribution and differentiate between direct and indirect marketing channel. (10)
5. Write short notes on any two of the following : (2x10=20)
 - (a) Selection procedure.
 - (b) Routing and scheduling sales personnel.
 - (c) Sales contest.

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