

END TERM EXAMINATION

THIRD SEMESTER [MBA] FEBRUARY 2023

Paper Code: MS-215

Subject: Sales and Distribution Management

Time: 3 Hours

Maximum Marks: 75

Note: Attempt five questions in all including Q.No.1. which is compulsory. All questions carry equal marks.

- Q1. Answer **any three** of following:
- (a) Briefly explain any two recent trends in sales management .
 - (b) Explain three objectives of setting sales quotas.
 - (c) Describe four criteria that a manufacturer would use for evaluating dealer performance.
 - (d) What should be the objectives of an effective sales force compensation programme.
 - (e) Explain the 'bull-whip effect' and its implications
- Q2. As a Territory Sales Executive for a firm making photocopying machines you have been recently given the responsibility of handling the personal selling effort for a new territory. Suggest a set of guidelines for effective handling of the steps in the personal selling process that you would follow.
- Q3. "Structure follows strategy". Discuss this statement in the context of sales territory design and explain the steps in the process of sales territory design.
- Q4. You have been asked to design a training programme for your firm's sales force. Explain in detail the methods that you would use for (a) assessment of training needs (b) measurement of training programme effectiveness.
- Q5. While designing channels, discuss the set of factors that influence the decision regarding (a) number of levels in a distribution channel and (b) intensity of intermediaries at each level. Use suitable examples to illustrate your answer.
- Q6. Explain the various types of conflict that can occur amongst the members of a distribution channel and suggest a set of broad guidelines for resolving these conflicts.
- Q7. Discuss the potential of logistics as a source of competitive advantage for firms and explain the key decision areas under it.
- Q8. Write short notes on **any two** of the following
- (a) Sales force automation
 - (b) Integration of sales and distribution strategy
 - (c) Sustainable distribution
