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Total No. of Pages : 03

Total No. of Questions : 15

MBA (2016 to 2017) (Sem.-4)

SALES AND DISTRIBUTION MANAGEMENT

Subject Code : MBA-908

M.Code : 71382

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. SECTION-A contains SIX questions carrying FIVE marks each and students has to attempt any FOUR questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions carrying EIGHT marks and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying EIGHT marks.

SECTION-A

1. Outline importance of sales management function.
2. What are the various methods of compensating the sales team?
3. Highlight objectives of organizing sales contests among sales personnel.
4. What are the causes of conflict of an organization with its distribution channel partners?
5. Write a note on facilitative role of Information Technology in distribution management.
6. Highlight various stages in purchase order processing.

SECTION-B**UNIT-I**

7. Highlight the objectives of personal selling. Outline the steps involved in the selling process, with examples.
8. What factors should be considered while designing organizational structures for the sales function? Explain salient features of various types of organizational structures.



UNIT-II

9. Outline the sales force management functions to be performed in organization. Give illustrations in support of your answer.
10. Recommend suitable techniques for controlling the efforts of the sales team. Give illustrations in support of your answer.

UNIT-III

11. What are the various channel intermediaries frequently used for distribution, with illustrations? Highlight their roles and responsibilities.
12. Critically examine ethical and legal issues involved in sales and distribution management in India.

UNIT-IV

13. Describe important components of an efficient supply chain management system. Suggest ways to measure the performance of the supply chain management.
14. Critically examine the relative advantages and disadvantages of various modes of transportation commonly used for distribution.

SECTION-C

15. **Read the case and answer the questions based upon it**

Distribution Dilemma

Snigdha Cosmetics Ltd. A leading manufacturer of Face Creams, Fairness Creams, Shampoos, Toilet Soaps, etc., located at Mumbai has an annual turnover of Rs. 150 Crores. Presently the company is concentrating its marketing activities in the state of Maharashtra. The company has recently added extra manufacturing capacity and it proposes to triple its production. In order to meet enhanced sales to a tune of 500 Crores, the Company proposes to have a wider market network. In order to penetrate into new markets the chief executive of the company (CEO) asked his Distribution Manager, Marketing Manager, Sales Manager and Product Manager, each one of them to give a write up how they propose to enter into the new markets by selecting appropriate distribution channels. The four managers after detailed study have suggested four different channels of distribution as detailed below.



These are :

- (a) Exclusive distribution suggested by Marketing Manager
- (b) General distribution suggested by Distribution Manager
- (c) Bulk Indenter *e.g.* canteen, stores, factories, supermarkets, clubs etc., by Product Manager,
- (d) Appointment of carrying and forwarding agent suggested by sales manager.

The Chief Executive Officer, is in a dilemma to choose the best alternative among the above. suggested channels of distribution.

Questions for discussion:

- (a) Discuss the pros and cons of each suggestion.
- (b) What channel or combination of channels you feel is most appropriate and justify your choice?

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.

