

R15**Code No: 723AE****JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA III Semester Examinations, December - 2019****SALES AND DISTRIBUTION****Time: 3 hours****Max. Marks: 75****Note:** This question paper contains two parts A and B.

Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A**5 × 5 Marks = 25**

- 1.a) What are the skills that are critical for the success of sales manager? [5]
- b) What is 'sales force composite method' of forecasting? What are its advantages and disadvantages? [5]
- c) What are the basic types of sales organization structures? [5]
- d) Examine some of the motivational tools for distributors. [5]
- e) Discuss the role of the internet in international distribution management. [5]

PART - B**5 × 10 Marks = 50**

2. When the mail from 2-M Hydraulics was received by Rahul Deshpande, the CEO of RK Consultant, he immediately talked on the intercom to his vice president, Arun Pande, to personally handle the enquiry. "If you succeed to get this order and execute the same to the complete satisfaction of 2-M Hydraulics, it would open doors for many more orders in future," said the CEO.
"Yes, I agree with you, but for that I will fly down to Bangalore immediately to meet with key people in 2M-Hydraulics to understand clearly their needs, before submitting our proposal," responded Arun.
"Why not, go ahead, and let me know if you need any help from me," said Rahul and hung up. Arun looked at the website of 2-M Hydraulics and gathered information that the company had a technical tie-up with a German company and wanted to manufacture and market hydraulic valves, pumps and other accessories in India. The company had decided on a distribution strategy of selling its products through dealers, who were expected to design, assemble, sell and service hydraulic power packs required for various applications for material movements. Arun spoke with Srinivas Rao, general manager of 2-M Hydraulics, and fixed an appointment to meet with him. Arun gathered information about market potential in major metros and cities, competition, and requirement of 2-M Hydraulics. His doubt about "can we get dealers in India performing so many tasks" was answered by German manager, "If we can get them in Germany, why not in India."
Arun came back to his office at Pune, discussed with Rahul, and sent his proposal to Srinivas Rao. Within one week, Arun received a call from Srinivas Rao, asking Arun to come over to Bangalore for a presentation to a team of senior executives to be followed by negotiation.
 - a) How was RK consultants approach to the customer's requirement?
 - b) If you were Arun Pande, which presentation method, negotiation style and closing technique you would use? [10]



OR

3.a) Bring out the nature of relationship of sales manager with managers of other marketing activities.

b) What is the importance of Sales management in Marketing? [5+5]

4.a) What is sales budget? Underline its importance in planning sales activities.

b) What are the types of sales quotas? [5+5]

OR

5.a) How can Information Technology be harnessed for better sales territory management?

b) How does one ensure, forecasting accuracy? [5+5]

6.a) What are the internal sources of recruiting sales people? What are its advantages?

b) For motivating sales persons, which theory/theories of motivation would be appropriate and why? [5+5]

OR

7.a) Describe the basic steps of performance evaluation of sales force.

b) How would you assess the training needs of sales people? [5+5]

8.a) Explain the basic characteristics of channel information system.

b) How does rural channel distribution differ from that of metros? [5+5]

OR

9.a) How does distribution add to the value of the product from the point of customers?

b) What do you understand by 'multichannel marketing system'? [5+5]

10.a) How does the function of retailers differ from that of wholesalers?

b) What are the ethical issues involving sales people? [5+5]

OR

11.a) How does third party mechanism work in channel conflict management?

b) What are the pricing and payment terms in international trade? [5+5]

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