

Total No. of Pages : 2

Register Number :

**6884**

Name of the Candidate :

**M.B.A. DEGREE EXAMINATION MAY 2014.**

**(MARKETING MANAGEMENT)**

**(SECOND YEAR)**

**250 — SALES AND DISTRIBUTION MANAGEMENT**

Time : Three hours

Maximum : 75 marks

---

**SECTION A**

**Answer any FIVE questions.**

**(5 × 3 = 15)**

1. Write short notes on :
  - (a) Salesmanship.
  - (b) Sales territories.
  - (c) Importance of sales report.
  - (d) Commission agents.
  - (e) Intensive distribution.
  - (f) Selling process.
  - (g) Franchise selling.
  - (h) Dealers network.

**SECTION B**

**Answer any THREE questions.**

**(3 × 10 = 30)**

2. What are the need for giving training to salesman? Explain the various methods of training.
3. Explain the need for sales force.
4. Explain the types of intermediaries.
5. What is dealer motivation? How are channel members motivated?
6. Explain the distribution mix with suitable examples.

**SECTION C****Answer any ONE question.****(1 × 15 = 15)**

7. Explain distribution environment in detail.
8. Explain the functions of sales management.
9. Explain the features of wholesalers and retailers.

**SECTION D****Compulsory.****(1 × 15 = 15)**

10. Case Study :

Washing machines have been in the Indian market for over a decade. The market, is around one lakh units per year, and about 80% of the market consists of semi automatic machines in which Videocon in the leader. Fully automatic machines are marketed by Videocon, BPL, IFB and Whirlpool. Siemens a well known brand in the industrial segments has entered the market. Leading brands like BPL and Videocon market a number of durables and have a wide distribution network. A leading brand should have a network of around 3,000 to 4,000 outlets to perform well in the market.

Question :

As a consultant what kind of distribution strategies would you recommend for a brand like Siemens after taking into account the target segment for fully automatic machines and the established network of competitive brands.