

Code: 14E00313

MBA III Semester Regular & Supplementary Examinations November/December 2016

SALES & DISTRIBUTION MANAGEMENT

(For students admitted in 2014 & 2015 only)

Time: 3 hours

Max. Marks: 60

PART - A

(Answer the following: (05 X 10 = 50 Marks))

- 1 Briefly explain the role and significance of sales and distribution management.
- OR**
- 2 Briefly explain skills required for sales manager.
- 3 Briefly describe the organizational structure for sales and distribution.
- OR**
- 4 Explain the techniques and process for sizing and staffing the sales force.
- 5 Explain the need and types of distribution channels.
- OR**
- 6 Briefly explain the channel formats and relationship flows in channels.
- 7 Briefly explain the concept and significance of designing channel systems.
- OR**
- 8 What is the process and enumerate techniques for motivation and evaluation of channel members?
- 9 Describe the role of informational channels of distribution.
- OR**
- 10 How the differences in customer expectations influence the information channel designing.

PART - B

(Compulsory question, 01 X 10 = 10 Marks)

- 11 **Case study:**
In May 2007, Nikon corporation, one of the world's leading manufacturers of optical and imaging equipments, entered India by setting up Nikon India private limited (Nikon India) as a wholly-owned subsidiary. Nikon India had witnessed good sales growth and by early 2009, had established market leadership in the premium DSLR camera segment and also cornered a 5% market share in the compact camera segment. In the financial year 2009-10, the company was ramping up its presence in the country by expanding its retail presence with a shop-in-shop retail model. It was also putting a sales organization in place that included a 200-strong sales force, company's distribution strategy and India plans, Takashina, said "It is our Endeavour to bring the entire range of Nikon's cameras and imaging equipment coupled with best class service to our discerning customers and connoisseurs of photography. Nikon India is aiming to capture 50 percent of the Indian market for D-SLR cameras used by professionals mainly but also by avid high-end amateurs. Alongside, it is confident of being able to double its current market share in compact cameras used by amateur photographers. Stating this while talking to the Hindu, Hiroshi Takashina, divisional general manager, imaging division, said that Nikon India was expecting a near-doubling of its sales by March 2010. "In the backdrop of the global recession and stagnation in the Western markets, Nikon sees India as a market with huge potential although currently this market adds only one percent of Nikon's worldwide sales." Nikon India set up its office in India two years ago.
Questions:
(a) Critically analyze Nikon's sales and distribution strategy.
(b) Nikon is in the process of putting a sales organization in place that included a national sales manager, regional sales managers, and many in-shop promoters, can Nikon achieve its sales growth.
