

Code: 14E00313

MBA III Semester Regular Examinations January 2016

SALES & DISTRIBUTION MANAGEMENT

(For students admitted in 2014 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION - A

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

- 1 What is the importance of sales management in recent times?
OR
- 2 What are the responsibilities of a sales manager? What type of skills should have, to contribute effectively to an organization?
- 3 Explain in brief, the different forms of sales organization structure.
OR
- 4 What are the foundations for effective sales force management?
- 5 Identify and discuss the factors affecting the selection of a distribution channel.
OR
- 6 Describe how various channel alternatives can be evaluated.
- 7 No manufacturer's marketing program is complete without plans for distribution outlets. Explain role of channel members.
OR
- 8 What are the different channel structures available to an organization? Describe them.
- 9 Customer expectations differ from country to country. How do international channels of distribution differ based on customer expectations?
OR
- 10 What are the implications of entry modes on channels of distribution?

SECTION - B

(Compulsory Question)

01 X 10 = 10 Marks

11 Case study:

Surya home appliances pays its sales people well. Their promotional prospects are bright. They get an opportunity to travel to exotic places as a reward for their service. Many sales people draw five figure salary. A Surya home appliance has thought about an incentive plan to keep sales people motivated. It started to think of ways to compensate sales people without increasing their tax liability. It has thought of providing the sales people a catalogue of household items which can be obtained by redeeming the points earned by them on the basis of performance. It will provide good opportunity to sales people to point out to others with a great degree of pride what they have achieved by showing the household items and then explaining how they have won it. They also wanted to introduce a travel plan, because travel to beautiful locales home and abroad is an ultimate dream of many people. Travel plan scores over reward redemption scheme because a reward that is repeated does not have incentive value where as a travel plan though repeated keeps up its incentive value. Travel plan is also a family affair.

Questions:

- (a) What is the real issue in the case?
- (b) Can you think of some more incentives for Surya's sales people?
