

Code: 14E00313

MBA III Semester Supplementary Examinations July 2016

**SALES & DISTRIBUTION MANAGEMENT**

(For students admitted in 2014 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

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**SECTION – A**

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

- 1 Today's sales executives are professionals. They plan, build and maintain effective organizations. Explain.
- OR**
- 2 Define sales management and state its objectives.
- 3 For smooth functioning of an organization, a sound organization structure is necessary. Explain.
- OR**
- 4 Explain the activities involved in sales force management.
- 5 The fortunes of an organization depend on its distribution management. Explain.
- OR**
- 6 Describe how various channel alternatives can be evaluated.
- 7 Discuss the various methods of motivating sales force.
- OR**
- 8 Explain the different types of training given to sales force.
- 9 Distribution channels vary across countries, keeping in mind the expectations of customers. Explain.
- OR**
- 10 What are the different types of entry modes, across countries, available to an organization?

**SECTION – B**

(Compulsory Question)

01 X 10 = 10 Marks

**11 Case study:**

Hitech systems Ltd. makes computer systems and components. It is one of the top 5 companies. The Co. has all India networks of distributions. Each state has a distributor who appoints retailers to sell to customers of that state. Installation and after sales service is taken care by the service centers of the company, on the intimation of the distributor. The distributors were given full territorial rights and the retailers had a to get their stocks from the distributors only. Of late, the company saw a decline in the market share in 3 states. In order to overcome the problematic situation the management hired a marketing consultant. The findings of the consultant were as follows: (i) Poor stock position at distributor / retailer level. (ii) Retailers were not happy with the distributors and were of the opinion that the distributors supplied stocks only to their favorite retailers. (ii) Poor after sales service and high response time.

Questions:

- (a) What is the exact problem?
- (b) Give a plan of logistics.
- (c) Comment on the distributor retailer relationship. Can the channel members be managed better?