

Code: 14E00313

MBA III Semester Supplementary Examinations May 2017

SALES & DISTRIBUTION MANAGEMENT

(For students admitted in 2014 & 2015 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION – A

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

- 1 Briefly explain the components of sales management.
OR
- 2 Define the nature, importance and scope of sales management.
- 3 Explain various types and structures of sales organization.
OR
- 4 What are the specialized factors of sales organization? Explain.
- 5 Explain in detail about value addition in distribution management.
OR
- 6 Differentiate between marketing of service channels between product and services.
- 7 (a) Elaborate channel planning process.
(b) Discuss the various methods of motivating sales force.
OR
- 8 What is the process and enumerate techniques for motivation and evaluation of channel members?
- 9 What are the factors which influence the international channel distribution?
OR
- 10 Explain two model and implications of entry decision in distribution management.

SECTION – B

(Compulsory Question)

01 X 10 = 10 Marks

11 Case study:

Samsung's product range in India included CTVs, audio and video products, information technology products, mobile phones and home appliances (refer exhibit I). Its product range covered all the categories in the consumer electronics and home appliances. Analysts felt that the wide product range of Samsung was one of main reasons for its success in the Indian market. Samsung positioned itself on the technology platform. Samsung electronics, one of the leading players in mobile sales in India, was faced with a boycott threat from its distributors in India in 2014. The dealers raised their voice against the price discrimination followed by Samsung in online sales where the mobile sets were offered at a discounted price when compared to offline prices. They felt that this had led to a fall in the sales of the models offline and they were incurring losses due to this price discrimination by Samsung. While the growth in the number of online shoppers in India was increasing, the dealers of Samsung sent an ultimatum to Samsung that unless it took action to safeguard their interests, they would boycott its products. In response, Samsung announced that it had decided to extend exclusivity of selling rights of 48 models, including its much-awaited galaxy alpha and note 4, to offline retailers. While the dealers welcomed this decision, industry observers felt that the decision was regressive and might hamper the sales of Samsung in future given the rise in the trend of online shopping.

Questions:

- (a) Find the issues and challenges involved in designing effective distribution and channel strategies.
- (b) Explain how to prevent or deal with channel conflicts that arise due to changing trends in the market.
- (c) What are the preferences of consumers in the era of rapidly changing technology, how would you analyze it?
