

Subject Code: MB944/R09**M B A - IV Semester Regular/Supply Examinations, Nov - 2014****SALES AND DISTRIBUTION MANAGEMENT****Time: 3 hours****Max Marks: 60****Answer any FIVE of the following****All questions carry equal marks. Q.No.8 is compulsory**********

- 1) What do you mean by sales management? Explain the functions of sales manager.
- 2) Explain various steps involved in market analysis?
- 3) How the compensation can motivate the sales personnel in increasing the sales.
- 4) Critically analyze the various methods of sales forecasting used for industrial as well as consumer products.
- 5) Write about the channel information system and its process.
- 6) Explain various new techniques in managing physical distribution.
- 7) How does the availability of the internet impact on international sales?
- 8) **Case Study:**

Healthy living company is a pharmaceutical company. They have a team of dedicated medical representatives. All of them aspire to become sales supervisors, managers, and officers. There are many instances of salesmen-started business growing into big companies e.g., Nirma, where the owner-salesman one day comes to head the firm as its chief executive.

It is, however, observed that all sales people cannot become successful managers. A brilliant reporter may not become a good editor. The point is that the skill required for both the jobs are essentially different.

Healthy living knows that a sales manager today faces complex responsibilities. He has to be a good team leader. A salesman operates on his own. It is not possible to transform oneself into a team leader all of a sudden. A sales manager has administrative and office duties. A salesman is in the field.

Many salesmen may not like to swap the challenge of selling task for an administrative post. There are others who would love to accept the challenge of a new job.

Healthy living wants to decide how to assess those who would not object to the shifts in attitude and habits required to be a successful manager.

Question:

Advise this company how it can identify the sales manager material amongst its own sales force.
