

Roll No.

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Total No. of Pages : 02

Total No. of Questions : 15

MBA (2014 to 2017) (Sem.-4)
SALES AND DISTRIBUTION MANAGEMENT
Subject Code : MBA-908
Paper ID : [A2528]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. **SECTION-A** contains **SIX** questions carrying **FIVE** marks each and students has to attempt any **FOUR** questions.
2. **SECTIONS-B** consists of **FOUR** Subsections : Units-I, II, III & IV. Each Subsection contains **TWO** questions carrying **EIGHT** marks and student has to attempt any **ONE** question from each Subsection.
3. **SECTION-C** is **COMPULSORY** and consist of **ONE** Case Study carrying **EIGHT** marks.

SECTION-A

1. Sales control.
2. Sales Budget Control systems for product management.
3. Sales Territory Management.
4. Channel partners in fmcg sector in India.
5. Supplier service policy.
6. What do you understand by performance measurement in SCM?

SECTION-B**UNIT I**

7. What is meant by selling process? What are objectives of sales management?
8. What do you understand by sales organization structure? How matrix structure sales organization function?

UNIT II

9. Write a detailed note on recruitment and selection of sales personnel.
10. Elaborate the process of sales force control and sales control citing Indian examples.

UNIT III

11. Write a detailed note on channel dynamics with special focus on channel conflict.
12. What are common types and role of channel intermediaries in India in consumer products?

UNIT IV

13. *“Inventory, Ware housing and Transportation strategies are singularly important for the financial success of business”*. Comment.
14. Write notes on :
 - A) Reverse logistics
 - B) Customer Service Goals

SECTION-C

15. Case Study :

Bata was originally promoted as Bata Shoe Company Pvt. Ltd in 1931 by leader A.G, Switzerland a member of the Toronto based multinational Bata Shoe Organization (BSO). It became a public limited company in 1973 and the name was changed to Bata India Ltd. BSO increased its stake in Bata in 1993 to 51% through rights issue. At present Bata is the largest manufacturing unit belonging to the BSO and it enjoys strong financial and managerial support from its parent. BSO is one of the largest manufacturer and marketer of footwear in the world with a presence in over 60 countries spread all over the world.

16,000 people work at various functions centers in Bata India, while another 200,000 is indirectly employed. Bata India operates a unique chain of 1230 retail outlets, 100 franchise stores and more than 300 wholesalers backed by 12 computerized distribution centers and 4-franchise distribution centers located at strategic places it operates in 23 depots that supply 300 wholesalers. Bata operates four core formats: City stores, Superstores, Family stores and Value stores.

In a strategy revamp Bata wants to introduce to its employees targets and new compensation system to motivate sales people.

Questions :

Q: you have been hired as consultant for the above job. What would be your recommendations to Bata?