AP–269

M.B.A. (Semester—III) Examination

(New Course)

SALES & DISTRIBUTION MANAGEMENT

Paper—MBA/3202/M

Time—Three Hours] [Maximum Marks—70

N.B. :— (1) All questions are compulsory.

(2) Figures to the right indicate marks.

SECTION—A

1. (a) Explain the importance of sales management in any business organization. Also explain how International Sales Management different from domestic Sales Management. 14

OR

(b) American Marketing Association's definition of Sales Management is nearly same as 'The Management of Sales Force'. It is said that this definition is not in line with the broader responsibilities of modern Sales Manager. Do you agree with this view ? Explain with reasons in detail. 14

SECTION—B

2. (a) What is the correlation between sales forecasting and sales quotas ? Explain the various types of sales quotas. 7

   (b) If you have been appointed as a Sales Manager of a multinational company at Mumbai, how will you estimate the sales potential for following products :

      (i) Specially designed software for educational Institute

      (ii) Herbal cosmetics to Beauty Parlors ? 7

OR

   (c) Which parameter will you consider while making annual Sales Budget ? Justify the same. 7

   (d) Which method would be suitable to forecast the sale of a New Brand of Tetra Pack Fruit Juice for the Indian Market ? (Assume suitable data) based on Sales Cost analysis. 7

3. (a) What are the different method of evaluation of sales performance ? Explain any one method in detail. 7

   (b) During the Diwali Festive season, Eureka Forbes has hired 15 new sales executives to meet the

of manufacturing chemicals, oil, gas etc. as its valued customers. HPP undertakes assembly, Sales and Service of these high-quality pumps.

The industry strongly depends on well-established dealers who are basically trading companies to reach the end users. These trading companies are well established and influential in helping the end user on the brand of pump most suitable for his needs.

Most customers have bought the HPPI pumps from the trading company. When a problem arises with the products the dealer is not able to solve it and sends it to the company. This results in two issues for HPPI : (a) loss of brand image and (b) customer irritation as it takes time to solve the problem.

The company can't avoid using such trading companies as channels. Competition also works closely with these influential trading companies.

(i) What is the real problem faced by HPPI ? Explain how will you modify the channel information system. 7

(ii) Can you suggest any alternative channel solution to HPPI ? Give your reasons. 7

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higher festive demand in a very short time span, which is a result of shortening the traditional hiring process used by Eureka Forbes. After some days the company starts receiving some negative feedback from the market.

According to you, what went wrong in hiring process and how the problem could be resolved ? 7

OR

(c) Explain the importance of sales training for the entry level sales person in multinational companies. 7

(d) Consider yourself as a sales manager and you would have given a task to motivate a salesperson, who is a high performing salesperson and whose morale is down because he did not get an expected promotion as marketing executive, although he has been consistently exceeding his sales quota for the past 3 years. In this case how will you motivate the above salesperson ? 7

4. (a) Explain the major functions performed by the wholesaler in F.M.C.G. segment. 7

(b) What type of distribution channel suggest for following products :

(i) Unbranded local furniture brand

(ii) Imported fruit items.

Justify your answer. 7

OR

(c) What are the major elements which determine the distribution cost ? Explain. 7

(d) SIGMA company wants to enter into the 'ready-to-eat' meal market. The company has decided to sell their products directly to the consumers. In the initial stages the company has decided to start the distribution in Mumbai, Pune, Nasik, Surat and Ahmedabad. The company has its manufacturing plant at Bhopal.

According to you, what are the advantages and disadvantages of this strategy of distribution for the company ? 7

SECTION—C

5. High Pressure Pumps Inc. (HPPI) is a leading manufacturer of pumps for industrial use and counts a large number of companies in the industry verticals