END TERM EXAMINATION

THIRD SEMESTER [MBA] FEBRUARY 2023

Paper Code: MS-215   Subject:-Sales and Distribution Management

Time: 3 Hours   Maximum Marks: 75

Note: Attempt five questions in all including Q.No.1. which is compulsory. All questions carry equal marks.

Q1. Answer **any three** of following:
(a) Briefly explain any two recent trends in sales management .
(b) Explain three objectives of setting sales quotas.
(c) Describe four criteria that a manufacturer would use for evaluating dealer performance.
(d) What should be the objectives of an effective sales force compensation programme.
(e) Explain the 'bull-whip effect' and its implications

Q2. As a Territory Sales Executive for a firm making photocopying machines you have been recently given the responsibility of handling the personal selling effort for a new territory. Suggest a set of guidelines for effective handling of the steps in the personal selling process that you would follow.

Q3. "Structure follows strategy". Discuss this statement in the context of sales territory design and explain the steps in the process of sales territory design.

Q4. You have been asked to design a training programme for your firm's sales force. Explain in detail the methods that you would use for (a) assessment of training needs (b) measurement of training programme effectiveness.

Q5. While designing channels, discuss the set of factors that influence the decision regarding (a) number of levels in a distribution channel and (b) intensity of intermediaries at each level. Use suitable examples to illustrate your answer.

Q6. Explain the various types of conflict that can occur amongst the members of a distribution channel and suggest a set of broad guidelines for resolving these conflicts.

Q7. Discuss the potential of logistics as a source of competitive advantage for firms and explain the key decision areas under it.

Q8. Write short notes on **any two** of the following
(a) Sales force automation
(b) Integration of sales and distribution strategy
(c) Sustainable distribution
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