

Seat No. : \_\_\_\_\_

**NH-108**  
**December-2015**  
**5<sup>th</sup> Year M.B.A. Integrated**  
**Sales and Distribution Management**

**Time : 3 Hours]**

**[Max. Marks : 100**

- Instructions :**
- (1) Attempt **all** questions.
  - (2) Make assumptions wherever necessary.
  - (3) Figures to the right indicate marks.

1. Answer any **two** : **20**
- (A) In what ways 'Sales and Distribution' function complement each other.
  - (B) Assume you are a Sales Manager. You will be opening a new branch for which you intend to promote one of the existing sales persons as a branch Sales Manager. What criteria of qualities you would look for in selecting a person for the position of branch Sales Manager ?
  - (C) How do sales people understand prospects' needs ? If there is no need of the product, how they convince the customers to purchase it ? Explain it with the help of examples.
2. Answer any **two** : **20**
- (A) What are sales quotas and why it is important for a sales manager to set quotas for sales people ?
  - (B) The major problem in designing sales territories is to define geographic units. In many instances, wrong decisions on the design of the territory may lead to functional problems for sales managers. What are the various problems that sales managers face in a wrongly designed territory ?
  - (C) Write a note on Socialization.

3. Answer any **two** : **20**
- (A) Distinguish between on the job and off-the-job training. What are the advantages and disadvantages of each of these approaches ?
  - (B) Write a short note on :
    - (i) Performance Appraisal Process
    - (ii) Types of Compensation Plan
  - (C) If you were, an Area Sales Manager how could you motivate the following sales person ?
    - (i) A high performing sales person, whose morale is down because he did not get an expected promotion as a marketing executive, although he has been consistently exceeding his sales targets (quota) for the past four years. The main responsibility of Marketing executives are selling to a few Key Accounts, and coaching Sales Trainees on the job.
    - (ii) An older sales person whose performance has been below expectation for past few years. Although he had performed well in the past. He seems to have lost enthusiasm, although he has developed excellent relationship with a few Key Accounts from whom the company gets good sales volume.
4. Attempt any **two** from the following : **20**
- (A) Explain a customer oriented channel and give reasons. Why it is differ from a conventional marketing channels ?
  - (B) Give main components of distribution channel strategies.
  - (C) Explain the concepts of wholesaling and retailing. Also give differences between them.
5. Attempt any **two** from the following : **20**
- (A) Give the different forms of a channel information system with its characteristics.
  - (B) What do you mean by logistics system ? Also give scope of logistics management.
  - (C) Write a note on supply chain management and its strategies.