

END TERM EXAMINATION

THIRD SEMESTER [MBA] DEC.2014 – JAN.2015

Paper Code: **MS-211** Subject: **Sales and Distribution Management**
BMS-511

Time: **3 Hours** Maximum Marks: **60**

Note: Attempt any five questions including Q no.1 of Part A which is compulsory. Select one question from each unit of Part B.

PART-A

- Q1 Answer **any five** of the following:- (5x4=20)
- (a) Differentiate between selling and marketing
 - (b) What is Cross Functional selling
 - (c) Explain briefly Missionary selling
 - (d) Differentiate between Intensive and selective Distribution
 - (e) Explain briefly Channel levels
 - (f) What is meant by Sales Force Job Description
 - (g) Explain briefly sales force composite

PART-B

- Q2 (a) Explain the selling process. What precautions a sales person has to take at each of these levels in order to achieve sales? (4)
- (b) What do you mean by prospecting? What method would you follow for prospective in the following product sales:- (6)
- (i) Wine (ii) Washing Machine
- Q3 (a) Why has telemarketing got so much of popularity in modern selling? What kind of organizations can go in for telemarketing as a solution to sales problems. (5)
- (b) In what situation should one go for independent sales agents? What are the benefits of using independent sales agents in Indian markets? (5)
- Q4 (a) What is compensation? How should a manager treat compensation as a tool for motivating sales people? (5)
- (b) The emerging trends in sales force organization design influence the compensation plan in which individual accountability is subdued due to team accountability. What problems do you foresee in such a change system of compensation. (5)
- Q5 Explain the contemporary Channel integration systems? How are they different from conventional marketing channels? (10)
- Q6 What is meant by logistics system? Define the components of logistics system for the following industries- (10)
- (a) automobile
- (b) pharmaceutical
- Q7 (a). What is meant by channel control? When do channel members resent additional control? (5)
- (b) What are sources of channel power? How is channel power related to channel dependence? (5)
- Q8 Write short notes on **any two** of the following:- (5x2=10)
- (a) Territory design
 - (b) Ethical issues in sales management
 - (c) Horizontal marketing System
 - (d) Channel conflict