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MBA 4th Semester Examination
Sales & Distribution Management
MM-05

Time : 3 Hours

Max. Marks : 60

The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.

Note : Attempt all the questions. Each question carries equal marks.

1. (a) How the knowledge of sales related marketing policies is helpful to the salesperson to perform the sales job effectively?
- (b) Explain the sales process with the help of examples.(12)

OR

2. Explain the methods of designing sales territories with examples.
(12)
3. What are the major stages in the sales force staffing process? Which activity or part is considered by sales manager as the most difficult in the entire staffing process and why? (12)

OR

4. (a) "If you pay a sales person enough, you will have a well motivated sales person". Comment.
- (b) Suppose you have faced with the following problems, as a sales manager, (i) sales people are not spending adequate time to develop new customers and (ii) sales people are selling profitable products less than non-

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profitable and easy-to-sell products to achieve their sales volume quotas. Suggest compensation plans that can be used to solve these problems. (12)

5. (a) Write short notes on sales meeting and sales contests.
(b) Describe the process of evaluating and controlling sales force performance with examples. (12)

OR

6. Explain the KPIs for evaluating a distribution strategy and also describe the critical success factors for making the distribution strategy effective. (12)
7. (a) Design a suitable distribution channel system for cellular services by taking an hypothetical example.
(b) The marketing manager of Haryali Fertilizers is looking for companies for developing horizontal marketing system together. You are to advice him on the type of companies which most suitably meet their needs. (12)

OR

8. What are the expectations of a company from its distributors and how do the distributors discharge these responsibilities? How does the company ensure that distributors deliver the expectations? (12)
9. Describe the various aspects of channel policies? (12)

OR

10. (a) Write a note on Channel Information System.
(b) What channels would you select to distribute your new television (TV) in the markets of Bangladesh and African Countries and why? (12)