

[Total No. of Questions - 10] [Total No. of Printed Pages - 3]
(2063)

902

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. All question carries equal mark.

1. (a) Why sales career considered exciting, challenging and a route to the top position in an organisation?
- (b) Describe the methods used for handling and overcoming sales objections with the help of examples. **(6,6)**

OR

2. (a) What is sales territory? Why is it necessary for companies to establish sales territory?
- (b) Your company had introduced a sales quotas system in the previous year, based on sales potential. When you were reviewing the performance of salespeople, you noticed that some salespeople could easily achieve their

902/90

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sales quotas as the sales potentials of their territories were underestimated and for some other salespeople exactly reverse had happened. What suggestions would you make to your senior sales manager to make sales quotas realistic for the salespeople for the present year?

(6,6)

3. (a) Write short note on: Socialisation and Assimilation
- (b) Why are interviews the most widely used selection tools? Mention the various types of interviews and which type of interview you would use in the final round of sales force selection and why?

(6,6)

OR

4. Describe the various sales training methods. Which method/methods will you apply to train the salespeople of FMCG companies and why?
5. Explain the various methods/strategies used for making a sales presentation. Which one is the best for durable products?

(12)

(12)

OR

6. Are intermediaries necessary? Justify your answer. What roles intermediaries play in the marketing of products?
7. (a) Differentiate between vertical marketing channel systems and Horizontal marketing channel systems.

(12)

- (b) Satashut is a company making razor blades. They want to enter the market of Punjab, J&K, and Uttrakhand, their marketing manager, is of the opinion that razor blades need selective distribution by a direct company network. Discuss the merits of this idea and give your suggestions to the marketing manager. (6,6)

OR

8. (a) Write a note on 'FDI in retail in India'.
(b) What are the factors to be considered for effective management of categories? (6,6)
9. What do you understand by Channel Conflicts? What are the steps to be taken to resolve conflicts? Explain these steps with examples. (12)

OR

10. What parameters will you consider to evaluate the performance of a distributor? Explain by taking examples of consumer products. (12)