

2012

MASTER OF BUSINESS ADMINISTRATION

[Third Semester Examination]

SALES AND DISTRIBUTION MANAGEMENT

(Specialisation : *Marketing Management*)

PAPER – M-304

Full Marks : 100

Time : 3 hours

The figures in the right-hand margin indicate marks

Candidates are required to give their answers in their own words as far as practicable

Illustrate the answers wherever necessary

Write the answers to questions of each Half in separate books

FIRST HALF

[Marks : 50]

(Turn Over)

1. Answer any *four* of the following : 5 × 4

(a) Why is after-sales-service an important aspect of selling ?

(b) Point out the factors which are responsible for the importance of personal selling in the Indian context. .

(c) What are the major objectives of Territory planning ?

(d) What are the purposes of Sales Quotas ?

(e) Mention some of the parameters used to monitor salesforce.

(f) What are the various method of Sales Budgeting ?

2. Answer any *two* questions : 10 × 2

(a) Discuss the functions and responsibilities of a Sales Manager. 10

(b) What are the basic components of a compensation package ? How do factors like PLC and demographic characteristics influence the compensator scheme offered ? 4 + 6

- (c) Write short notes on : 5 + 5
- (i) Interview as a selecting tool,
 - (ii) Methods of imparting training to the sales force.

[*Internal Assessment* – 10 Marks]

SECOND HALF

[*Marks* : 50]

3. Answer any *four* of the following : 5 × 4
- (a) Discuss with example role of Wholesalers' in distribution system.
 - (b) Which factors should be taken into account in choosing the best distribution channel ?
 - (c) Explain the major elements of 'trade-relation mix'.
 - (d) 'Information system plays a critical role in managing market logistics'. Discuss with example.

(e) Explain with example the concept of Supply Chain Management.

(f) Write a note on Value Added Reseller (VAR).

4. Answer any *two* of the following : 10 × 2

(a) What do you mean by franchising ? Mention the advantages and disadvantages of franchising with reference to both franchiser and franchisee. 2 + 4 + 4

(b) Describe with example various modes of transportation in India. 10

(c) Explain with examples various types of distribution channels. Which distribution channel is appropriate for international marketing and why ? 6 + 4

[*Internal Assessment – 10 Marks*]
