

2014

M B A

3rd 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 full 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)

- 1. Answer any four questions of the following : 4×5**
- (a) Why is product knowledge also considered to be a sales related training need ?
 - (b) Discuss two methods of determining sales budget.

(Turn Over)

- (c) Mention some of the unconventional factors that make a special mark on sales force motivation.
- (d) What are the steps involved in setting up a sales organization structure ?
- (e) Briefly explain the major decision areas in sales management which are particularly relevant to strategy formulation.
- (f) Explain the procedure for evaluating and controlling sales force performance.

2. Answer any two questions of the following : 10×2

- (a) How does 'Personal Selling' relate to the marketing function of an organisation? Briefly explain the personal selling process using a suitable example of FMCG. 5+5
- (b) Discuss the major objectives of territories planning. Briefly explain the various approaches to territory design. 5+5
- (c) Write short notes on : 5+5
 - (i) e-marketing.
 - (ii) Social marketing.

[Internal Assessment : 10 Marks]

(Second Half)

(Marks : 50)

3. Answer any *four* questions of the following : 4×5
- (a) What kind of distribution channel (direct or indirect) would you recommend for each of these products and why ?
- (i) Personal computer;
 - (ii) A new, exclusive, premium priced range of wash basins;
 - (iii) Textile machinery;
 - (iv) Branded species;
 - (v) Industrial lubricants.
- (b) Write a short note on Franchising.
- (c) What are the different types of Retailers ?
- (d) Discuss briefly the methods of assessing channel performance.
- (e) Make a comparative analysis between, 'logistics' and 'supply chain management'.
- (f) State the significance of marketing channels in developing countries.

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

(a) Distinguish between :

(i) Retail Chain and Retail Franchising.

(ii) Syndicated and Individual distribution for
consumer durables. 5×2

(b) Indicate the different roles played by a Retailer and
a wholeseller in a market.

(c) Discuss on the future of Retailing in India.

[Internal Assessment : 10 marks]
