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**343304**

December, 2019

**MBA- III SEMESTER**

**Sales and Distribution Management (MB/MM 211)**

Time : 3 Hours]

[Max. Marks : 75

*Instructions :*

1. *It is compulsory to answer all the questions (1.5 marks each) of Part-A in short.*
2. *Answer any four questions from Part-B in detail.*
3. *Different sub-parts of a question are to be attempted adjacent to each other.*

**PART - A**

1. Briefly explain the following :

- (a) Objectives of sales management (1.5)
- (b) Sales budget (1.5)
- (c) Non-financial salesforce compensation (1.5)
- (d) Sales contests (1.5)

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- (e) Selective distribution (1.5)
- (f) Channel performance evaluation (1.5)
- (g) Functions performed by wholesalers (1.5)
- (h) Channel policies (1.5)
- (i) Channel power (1.5)
- (j) Vertical marketing System (1.5)

### **PART - B**

2. What do you understand by optimum size of salesforce? Explain any two methods of determining the optimum size of salesforce. (15)
3. What are sales quotas and why it is important for a sales manager to set quotas? Describe the common types of quotas set by the companies for salespeople. (15)
4. What are the functions of a retailer? Explain the various types of retailers. Briefly describe the steps in retail strategy formulation. (15)
5. What are the major stages in the salesforce staffing process? According to you, which activity or part is considered by the sales manager as the most difficult in the entire staffing process and why? (15)

6. (a) What are channel conflicts? Explain various channel conflict resolution styles used by experts. (7.5)

(b) Discuss the risks in international sales and distribution. How to reduce these risks? (7.5)

7. Write short note on :

(a) Sales territories. (7.5)

(b) Channel information system. (7.5)

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