

END TERM EXAMINATION

THIRD SEMESTER [MBA] DEC.-JANUARY-2012

Paper Code: MS211
MSP307
BMS511

Subject: Sales & Distribution Management

Time : 3 Hours

Maximum Marks :60

Note: Attempt any five questions in all including Q.no.1 which is compulsory.

- Q1 Write on **any four** of the following: (5x4=20)
- (a) Emerging trends in sales management.
 - (b) Quantitative methods of sales forecasting.
 - (c) Types of sales quotas.
 - (d) IT in Sales Force Management.
 - (e) Criteria for dealer selection.
 - (f) Customer service elements under the logistics function.
- Q2 Describe the selling process as a series of interrelated steps. (10)
- Q3 Explain the importance of territory design and describe the steps in the territory design process. (10)
- Q4 (a) Discuss some of the problems associated with improperly executed recruitment and selection activities for sales personnel. (5)
(b) Explain the various methods for assessing sales training needs. (5)
- Q5 (a) Explain the benefits and drawbacks of the salary and commission pay plans. (5)
(b) Identify four productivity ratios to evaluate sales performance and explain what information each could provide. (5)
- Q6 Discuss the parameters used to evaluate channel design alternative suggest and justify a channel design for (a) Snack foods (b) Premium Luxury Cars. (10)
- Q7 (a) Describe various sources of channel conflict and suggest strategies for effective conflict management. (5)
(b) Explain the key decision areas under the logistics function. (5)
- Q8 Write short notes on **any two** of the following: (5x2=10)
- (a) Warehousing decisions.
 - (b) Role of IT in Supply Chain Management.
 - (c) Integration of sales and distribution strategy

www.onlineseva.net

202

P