Reg.No. \_\_\_\_\_\_\_\_\_\_\_\_

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**End Semester Examination – Nov/Dec – 2018**

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| **Code :** | **18MS3029** | **Duration :** | **3hrs** |
| **Sub. Name :** | **SALES AND DISTRIBUTION MANAGEMENT** | **Max. marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

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| **Q. No.** | **Sub Div.** | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. | a. | Assume you are a sales manager. You will be opening a new branch for which you intend to promote one of the existing salesman as branch sales manager. What criteria or qualities you would look for in selecting a person for the position of branch sales manager. | CO2 | 10 |
| b. | Discuss why a sales person’s job is not over even after getting an order. | CO2 | 10 |
| (OR) | | | | |
| 2. | a. | Describe the steps involved for evaluating and controlling the sales force performance. | CO1 | 10 |
| b. | Elucidate the procedure for designing sales territories. Why is it necessary for companies to establish sales territories? | CO1 | 10 |
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| 3. | a. | Discuss the variables which affect channel structure. | CO3 | 10 |
| b. | Elaborate on the role of Intermediaries and their functions with appropriate examples. | CO3 | 10 |
| (OR) | | | | |
| 4. | a. | Deliberate the various criteria for selecting channel members? Why is it so important? | CO3 | 10 |
| b. | Distribution channel member has unique characteristics and serves some objectives of the company. Elucidate the role of various channel members. | CO3 | 10 |
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| 5. | a. | Exemplify the classification of marketing channel systems with suitable example for each. | CO4 | 15 |
| b. | The marketing manager of growmore fertilizers is looking for companies for developing a horizontal marketing system together. What is the advice you will give him on the type of companies which most suitably meet his needs. | CO4 | 5 |
| (OR) | | | | |
| 6. |  | What do you understand by logistics management? Define its scope and objectives and discuss the key decision areas. | CO6 | 20 |
|  |  |  |  |  |
| 7. | a. | What is the role of inventory management in the overall distribution task? Does it vary between products being sold? | CO6 | 10 |
| b. | What are the major functions of a warehouse? How is warehousing related to inventory decisions? | CO6 | 10 |
| (OR) | | | | |
| 8. | a. | Explain the vertical channel conflict, horizontal channel conflict, and multi channel conflict. | CO5 | 10 |
| b. | Enumerate the various methods to resolve conflicts. | CO5 | 10 |
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|  | | **Compulsory**: |  |  |
| 9. | a. | Suppose you have faced with the following problems as sales manager   1. Sales people are not spending time to develop new customers and 2. Sales people are selling profitable products less than the non-profitable and easy to sell products to achieve their sales quota.   Suggest a compensation plan that can be used to solve these problems. | CO2 | 10 |
| b. | If you are appointed as a sales trainer for a consumer products strategic business unit of a large multi-national company with 100 sales people, how would you decide their specific training needs? | CO2 | 10 |