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**M.B.A. IIIrd Semester (Main/Back) Examination - 2009**  
**Marketing**  
**Sales & Distribution Management (Minor Elective)**  
**3M6333**

Time : 3 Hours

Maximum Marks : 70

Min. Passing Marks : 25

**Instructions to Candidates:**

1. The question paper is divided in two sections.
2. There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study/application based 1 question which is **compulsory**.
3. All questions are carrying **equal marks**.

**Section - A**

1. Explain, with the help of suitable examples, why sales management is considered as an important function. (14)
2. Identify the factors you would keep in mind for deciding the sales territories of any company which you prefer. (14)
3. What is sales budget? Discuss the main factors that must be taken into account while preparing sales budget. (14)
4. Explain the channel of distribution for the following consumer products in India.
  - i) Insurance
  - ii) Textiles
  - iii) Television
  - iv) Tractor(14)

5. Write brief note on the following :- (14)
- a) Factors determining the length of channel
  - b) Vertical marketing system (VMS)
6. What is the meaning of motivation? Why it is such an important concept for a sales manager to understand? (14)

### Section - B

7. Read the following cases and solve them :-
- a) You are a sales and marketing manager and you have just launched a new unique kind of table fan in the market, which you have found to have a basic design defect on oscillation mechanism. In the meeting with the CEO of the company, in the presence of production head and marketing head, you have pleaded to stop selling, rectify the defect, and thereafter, produce and sell the fan in the market. The CEO does not agree and insists you should continue selling and production to continue producing and rectifying the defect, in the meantime. Your marketing head does not say anything. You think it is not ethical to sell a defective product. What will you do?
  - b) Aroma teas is a well known branded tea company in central India. Both their leaf and dust tea brands are quite popular. Recently, a marketing consultant has advised them to set up a large number of vending machines to dispense their brand liquid tea. The marketing consultant believes that this will increase trials, usage and market share of Aroma. Do you agree? What research should the company do before getting into this? Develop a marketing plan for implementation of this idea. (14)

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