

[2129]

M.B.A. IIIrd Semester (Main/Back) Examination - 2009
Marketing
Sales & Distribution Management (Major Elective)
3M6309

Time : 3 Hours

Maximum Marks : 70

Min. Passing Marks : 28

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. Distinguish personal selling and salesmanship. Explain the steps which make personal selling perfect and the essentials for personal selling to prove itself the most appropriate. (2+6+6)
2. Define 'Sales territory'. Being divisional sales manager of the company manufacturing pharmaceutical products what factors you would consider as to be grounds for setting up sales territories both in domestic and foreign markets. (4+10)
3. What factors have made the discipline 'Sales Management' of professional bent? Explain the functions a modern sales organisation is to perform and mention the reasons why. (5+5+4)
4. Define sales forecasting. Being sales executive of 'Khadi Products' Manufacturing company why you consider forecasting the sales inevitable function. Is sales forecasting different from business forecasting? (2+6+6)

5. Describe any two of following
- Types of sales quota.
 - Various forms of distribution.
 - Limitations of sales forecasting.
 - Various motivational techniques.
6. Explain various modes of sales force compensation. Being an area sales manager of FMCG manufacturing company describe the reasons why you consider this issue inevitable for organisational goals. (7+7)

Section - B

7. Read the following case and suggest the most suitable paths to the company to have better strategic platform.

A newly established company named "Relish Beverages" very soon has started to fall into adverse situations. For the company consistent financial loss, rapid fall in popularity of brand, closure of few sales territories, under performance, irrational strategic decisions, incapability to exploit business opportunities, delayed supply of goods, delayed transmission of information, lack of departmental coordination etc have been common hindrances which impede company's progress, sales organisation and the executives belonging to it tried but the endeavoured made by them caused again financial loss to it.

'Relish Beverages' has been seeking for suggestions to get over these obstacles, if you, being the professional in marketing management having completed M.B.A. get an opportunity to work for this company as a new recruit what would be your manoeuvre for helping the company to over come this spectrum. (14)

<http://www.rtuonline.com>

Whatsapp @ 9300930012

Your old paper & get 10/-

पुराने पेपर्स भेजे और 10 रुपये पायें,

Paytm or Google Pay से

<http://www.rtuonline.com>