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Total Number of Pages : 02

MAM
IMB902A

9th Semester Regular Examination 2019-20
SALES AND DISTRIBUTION MANAGEMENT
BRANCH : MAM
Time : 3 Hours
Max Marks : 70
Q.CODE : HR148

Answer Question No.1 which is compulsory and any FIVE from the rest.
The figures in the right hand margin indicate marks.

- Q1 Answer the following questions : (2 x 10)**
- a) Differentiate 'selling' from 'marketing'?
 - b) What are various objectives of sales management?
 - c) Explain briefly, the sales audit.
 - d) Differentiate the 'salesmanship' from 'personal selling'?
 - e) What are different skills a sales manager should develop to be successful in Indian market?
 - f) What do you mean by value added selling?
 - g) What are the differences between 'clover leaf' sales territory from 'wedge' sales territory?
 - h) What do you mean by logistic management?
 - i) Differentiate the functions of 'whole seller' from 'retailer'?
 - j) Give two examples of Horizontal marketing system and Vertical marketing system respectively.
- Q2 a) Explain the customer oriented marketing channel keeping in view the FMCG in Indian markets. (5)**
- b) What do you mean by sales organization? Explain various types/structures of sales organization with appropriate examples. (5)**
- Q3 a) What do you mean by sales quota? Explain various types of sales quota that can be assigned for the consumer durable goods in Indian scenario. (5)**
- b) Explain various training methods for sales force. How, sales force training can help in increasing sales force motivation? (5)**
- Q4 a) Suppose an Ayurvedic company is newly producing a winter face cream and the company is going to launch the above said product in Odisha market in near future. You, as a management consultant, suggest the appropriate distribution strategy / strategies for the said company. (5)**
- b) What are various types of channel conflicts? Explain various strategies of managing the channel conflicts with hypothetical examples? (5)**
- Q5 a) Explain various strategies/techniques of managing the international channels of distribution. (5)**
- b) What do you mean by channel co-operation? How it is different from channel competition? (5)**

Q6 Explain various types of sales forecasting methods with their applicability in various situations. **(10)**

Q7 **Analyze the case-let and answer the questions given below the case-let.** **(10)**

Teksons Co. (Pvt.) Ltd., a Hyderabad-based Company, manufactures and sells industrial fastening equipment and supplies through fifty representatives and distributors throughout Andhra Pradesh. The Company which is 15 years old, has experienced its most dynamic growth in the past two years with the development of heavy duty equipment which could cross into many areas: the construction industry, packaging and crafting, furniture manufacture, mill-work, mobile homes and many others. In and around Hyderabad area, the equipment was selling well to contractors and builders, but not to mills or furniture manufacturers. In other parts of Andhra Pradesh, 92% of the sales was confined to the packaging and furniture industries. The sales force was doing a good job. Their competence was unquestioned their sales were up substantially each year. But when the company developed the heavy-duty equipment that could expand their sphere of experience-they balked. The problem was that the sales representatives had grown comfortable selling to only one or two of these industries. The problem faced by Mr. P. N. Reddy, the sales manager, was that 'how to shake long-time competent sales representatives out of their regular routine and get them out selling in new markets when new product development indicated a market expansion'.

Questions :

- a) Critically comment on the sales process of the company.
- b) If the company of the case-let will go to international market, especially other south Asian countries, then how the company should put itself in the international orientation?

Q8 **Write short answer on any TWO :** **(5 x 2)**

- a) Inventory Management
- b) Supply chain Management
- c) Modes of entry decisions in International market