Roll No..................

Department of Management

MBA Semester III Examination (2017)

Sales and Distribution Management

MBA-GE-MM-02

Time: 3 Hrs **Max marks: 75**

Attempt any FIVE questions. Each question carries 15 marks (15 X 5= 75)

Q1. Can organizations become more result oriented if they have a better sales structure? Which structure according to you would be more effective for Central India if you were asked to design the structure for Proctor and Gamble for all their product lines?

Q2. Using the following information, perform a breakdown and workload computation to predict how many salespersons XYZ Inc. will need to service their customers. Forecasted sales for next year are INR 220 million and an average salesperson sells INR 18 Million annually. Also the XYZ sales manager has categorized existing accounts into 82"A", 210"B", and 450"C" customers. "A" accounts are visited weekly, "B" accounts monthly, and "C" accounts every other month. Salespersons are required to make four calls per day and be in the field four days per week. Because of vacation, training, and holidays, each salesperson works 48 weeks a year. In addition to calling upon existing accounts, salespersons are assigned a quota of calling upon 10 percent new accounts and devoting 5 percent of their time to information gathering duties.

Q3. What is the difference between seller oriented and buyer oriented theories of selling? Which theory of selling is applicable if you have to sell a holiday package to a DINK couple working at a MNC?

Q4. "The success of modern day enterprises is dependent on their Supply Chain management". Explain the fundamentals of effective SCM and elaborate on the need for the same.

Q5. In what manner the approach step is different from the pre approach step? Describe briefly the different approach techniques used by salespeople. Explain the difference between trial close and close.

Q6. Differentiate between a market forecast and a sales forecast. Compare top-down and bottom-down approaches and explain whether they should give the sales manager the same figure of the company sales forecast.

Q7. Discuss with examples how "order taker" sales position is different from "order getter" position. How is relationship selling different from transaction oriented selling?

Q8. What are sales quotas? Why is it important for managers to set quotas for salespeople? Explain briefly the types of quotas.