

Roll No.....

Department of Management
School of Management & Business Studies
MBA Sem III Examination, 2018
MBA-GE-MM-02: Sales and Distribution Management

Time: 3 hrs

Maximum Marks: 75

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

Q1. Why has supply chain management become so important nowadays? What are its underlying principles? Briefly elaborate the elements

Q2. Explain the concept of sales forecasting. Describe the different methods.

Q3. Differentiate between buyer oriented and seller oriented theories of selling. Explain the one which you feel is most suitable for selling membership to a holiday club.

Q4. Write short notes on any **three**. (5X3=15)

- a) Components of Push Strategy
- b) Input Based Quotas
- c) Behavioural Equation Theory
- d) Qualifying Leads
- e) Bull Whip Phenomenon

Q5. "Prospecting is considered the homework and self-study in the sales process" Comment with relevant citations. How can a good prospecting help in handling objections?

Q6. (a) Personal selling is a two way communication best suited to a company marketing consumer product with a poor brand loyalty. Discuss.

b) How would you handle these objections while making a sales presentation?

- i. Your product quality is not good
- ii. The price is not competitive.
- iii. No after sales service

Q7. . How has the roles and responsibilities of sales manager changed in the digital age? Define the objectives a sales manager has to pursue in different quadrants of product-market grid, with suitable examples.

Q8. Suppose you are facing the following problems as a sales manager;

- i) Sales people are not spending adequate time to develop new customers, and
- ii) Sales people are selling profitable products less than non-profitable and easy to sell products to achieve their sales volumes quotas.

Suggest a compensation plan that can be used to solve these problems.