

**II MBA - II Semester – Regular/Supplementary Examinations
MAY 2017**

SALES AND DISTRIBUTION MANAGEMENT

Duration: 3 hours

Max. Marks: 70 M

SECTION-A

1. Answer any FIVE of the following:

5 x 2 = 10 M

- a) Sales Management Cycle.
- b) Sales Force.
- c) Placement firms.
- d) Out sourcing sales function.
- e) Financial Quota.
- f) Promotion budget.
- g) Sales Displays.
- h) Channel Management.

SECTION – B

Answer the following:

5 x 10 = 50 M

2. a) Explain the key areas that make Sales Management effective.

OR

b) What are the responsibilities of a Sales Manager?

3. a) Explain the different strategies used by a Sales man.

OR

b) Explain the process in the personal selling department.

4. a) How are sales personnel motivated? Explain in detail.

OR

b) Explain the selection techniques of sales personnel.

5. a) Elucidate the different types of Sales Quota.

OR

b) What is the function of sales budget?

6. a) Explain the key logistic activities.

OR

b) Explain the tasks in Physical distribution.

SECTION – C

7. Case Study

1x10=10

Case Questions:

Lipton tea company changed its package. The new package is more convenient, appealing and hygienic. It reflects the contemporary packaging technology. It is called top-tainer which opens up from the top. There is a vacuum sealed pack inside. We can withdraw the quantity desired and shut up the lead at the top. Its advantage lies in the fact that the content need not be transferred to another container. It is taller and slimmer and occupies less space. It carries Darjeeling tea. It is mild leaf tea as contrasted to heavy

tasting kadak tea. Gemini, a rival company carries strong tea. Lipton is a premium product priced at Rs.200/- for 500gms. Its consumer value is enhanced through packaging. The silver foil helps retain the flavor and aroma. The hinged plastic cap makes the container reusable. The package communicates by its graphics and design that it carries premium green leaf tea.

Case Question:

1. Explain the significance of package as a promotional tool.