

March 2011

Master of Business Administration (MBA) Examination

III Semester

Sales and Distribution Management

Time : 3 Hours]

[Max. Marks : 80

[Min. Marks 32

Note : Attempt any four questions from Section A. All questions carry equal marks. Section B is compulsory and carries 20 marks.

Section A

1. Critically evaluate the role of personal selling in Marketing Mix. Also describe the personal selling process.
2. Describe various theories of Sales Management with relevant examples.
3. Discuss the strategic issues in designing promotional strategies.
4. What do you understand by the term "Distribution Channel"? Critically evaluate the co-operation conflict and competition in the management of channels.
5. Write a detailed note on Wholesaling and Retailing. What are the marketing decisions for wholesalers and retailers?
6. What are the objectives of Physical Distribution? Also discuss the importance of internet as a medium for order processing and information.

Section B

BIL-DRY, GRIP ON CORPORATION AND SUBSIDIARIES

John Briggs, VP for sales and marketing for Bil Dry, stated that incentive programs for Bil-Dry's network of manufacturer's representatives would be expanded. These programs would become an important element in the strategy to increase market penetration and market share. In the past, numerous incentive programs had been instituted successfully at the retail level of Bil-Dry's distribution network. Now, however, Mr. Brigg's concern was to schedule incentive programs for manufacturer's representatives as well as for retailers and their personnel. Through the Professional Sales Association of Asheville

and the Evans Paint Division, Bil Dry administered incentive programs for retail personnel in the Low's and Evans chains. Semi-annually, Bil Dry provided the retail stores with special discounts enabling them to run sales on Bil-Dry products. Promotional materials and layouts for special sale advertising were provided. Sales contests had also been very successful. Smaller retailers were encouraged to participate in a cooperative advertising program.

Mr. Brigg's had a number of questions, however, about the advisability of contests. Should contests continue for retail personnel? What should be the basis for the contest? Would cash payments be more effective? Mr. Brigg's wondered for, if there were any other ways Bil-Dry could encourage manufacturer's representatives to push the product line more effectively. At this point, Mr. Brigg's had many more questions than answers.

Question :

1. What should Mr. Brigg's do to improve distributive network relations? Give your reasoning.

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