

January 2019
Master of Business Administration (MBA) Examination

(Full Time) (New) Third Semester
FT-305M : SALES AND DISTRIBUTION MANAGEMENT

Time 3 Hours]

[Max. Marks 80

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

Section A

- ✓1. Discuss the changing role of Personal Selling in today's marketing environment.
- ✓2. What is AIDAS Theory of Selling ? How this theory is helpful in Sales Management ?
- ✓3. 'Sales Quotas' can act as 'motivator' as well as demotivator. Comment.
4. What are the basic components of a Compensation Package ? On what basis are the sales force compensation decided ?
5. Why a marketer requires intermediaries ? Do they really help in promoting and selling any product in the market ?
6. Write notes on any two of the following :
 - (a) Meaning and types of Sales Organization.
 - ✓(b) Managing Co-operation, Conflict and Competition among Intermediaries.
 - (c) Strategic issues in designing Promotional Strategies.
 - (d) Concept and significance of Territory Design.
 - ✓(e) EDI and Supply Chain.

Section B

7. Analyse the case and answer the questions given at the end :

CHANNEL MANAGEMENT AT MAXWELL

The President of Maxwell Corporation was considering whether the company should set up its own distribution system or whether it should outsource the entire distribution and logistics function to a third party service provider. The company has set up a manufacturing plant at Vizag where wide range of orthopaedic equipments, viz. wheel chairs, walkers, etc. is manufactured. Presently, the finished goods warehouse is located at Vizag itself and the products are sent to all major towns in India as a point-to-point dispatch. The company is supplying these equipments directly to retail stores at all these locations. Marketing activities is headed by a General Manager based at Vishakhapatnam who is supplied by a sales team comprising of Sales Officers. The company is not resorting to advertisements and publicity though the products of the company are fairly known. But, it is felt that all the customers want quick response to their orders as the products are catered to emergency patients. However, these retail outlets carry only very limited inventories. This is due to the fact that most of the products come in a variety of styles, shapes and sizes and the requirement is more customer driven and keeping even a moderate inventory of all types is economically not viable and leads to development of dead stocks in the long run. The company is looking at various options which include :

- (a) Setting up of a hub and spoke type of a distribution network wherein it proposed to set up a stock point or mother warehouse in each zone - East, West, North, South and respective retail outlets which are to be fed from the mother warehouse located in that zone.
- (b) Setting up of a central warehouse anywhere in Central India and feeding retail outlets from this location.
- (c) Changing the distribution channel from the present numerous retail outlet system to a more efficient system.

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- (d) Outsourcing the entire distribution and logistics to the third party wherein the entire activity of transportation and distribution till the ultimate retail outlet will be taken care of by this service provider so that the company can focus more on activities related to marketing and sales.

Answer the following questions :

1. Out of the given options, which should Maxwell Corporation follow for maximum benefit and why ?
2. What should be the distribution channel for Maxwell and what advantages would such a type of a set-up have ?
3. What type of a marketing and sales set-up would you recommend for Maxwell Corporation?

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