

(10)

Sardar Patel University
MBA III Semester Examination 2008
Friday, Date: 2 - 5 - 2008
Time: 3 - 6 pm

Subject: Sales & Distribution Management (MM 205)

Maximum Marks: 70

Notes: (i) Be Precise.

(ii) It is a closed book examination.

- Q. 1 Discuss the selling process for the following products: 15
- a) Laptop Computers
- b) Unit Linked insurance plans
 Clearly define the target customers.
- Q 2 a) What are the different factors to be considered for appointment of
 dealers? 15
- b) What are the major retail formats in India? What are the
 characteristics of each of them?
- Q 3 Why line sales organization is not suited to a large organization?
 Which type of organization structure would you recommend for a
 large pharmaceutical company operating globally and trying to gain
 greater customer responsiveness and efficiencies? 10
- Q 4 Compare top-down and bottom-up approaches and explain whether
 they should give the sales manager the same figure of company
 sales forecast. 10
- Q 5 Define distribution and the distribution policy. Explain the steps in
 evaluating the distribution policy. 10
- Q. 6 a) What is a Sales Analysis? How hierarchical sales analysis is used
 for identifying problems? 10
- b) Sales objectives form the starting point of formulating the desired
 selling strategy. In the light of above what factors should the
 manager consider while deciding on setting of sales objectives?