

(6 pages)

S.No. 9009

P 22 MBA 3 EM 5

(For candidates admitted from 2022–2023 onwards)

M.B.A. DEGREE EXAMINATION, NOVEMBER 2023.

Business Administration – Elective

SALES AND DISTRIBUTION MANAGEMENT

Time : Three hours

Maximum : 75 marks

SECTION A — (20 marks)

Answer ALL questions.

- I. (A) Multiple choice questions: (5 × 1 = 5)
1. Sales management involves:
 - (a) Only hiring sales personnel
 - (b) Planning, organizing, and controlling the sales force
 - (c) Setting individual sales targets
 - (d) None of the above
 2. Sales meetings primarily aim to:
 - (a) Provide a platform for sales contests
 - (b) Share company updates and strategies
 - (c) Discuss non-work-related topics
 - (d) Allocate sales territories

3. Sales budgets typically include:
 - (a) Only the projected revenue
 - (b) Both projected revenue and projected expenses
 - (c) Only the historical sales data
 - (d) Only the marketing strategies
4. What is a direct channel in marketing?
 - (a) A channel with multiple intermediaries
 - (b) A channel that uses digital marketing exclusively
 - (c) A channel where the manufacturer sells direct to the end consumer
 - (d) A channel with only one intermediary
5. What is the primary purpose of an information system in channel management?
 - (a) To track salesperson performance.
 - (b) To analyse marketing costs
 - (c) To facilitate the flow of information in the channel
 - (d) To set sales targets

(B) Fill in the blanks : (5 × 1 = 5)

6. Effective sales training programs should be tailored to the specific needs of the and _____ the company's objectives.
7. When setting sales quotas, they should be SMART. which stands for Specific, Measurable, Achievable, Relevant, and _____
8. Sales budgets help in planning and allocating resources to achieve _____
9. Retailers that offer a limited product range and focus on convenience are often referred to as _____ retailers.
10. A key metric in assessing salesperson performance is the _____ which measures the revenue generated per salesperson.

II. Answer ALL questions: (5 × 2 = 10)

11. What is the primary function of sales management?
12. Explain the significance of sales meetings in sales management.

13. What is the role of a sales evaluation program in sales management?
14. What is the role of a retailer in a marketing channel?
15. What key metrics are commonly used to assess the performance of marketing channels?

SECTION B — (5 × 5 = 25)

Answer ALL questions.

16. (a) Explain the scope of sales management in the context of an organization.

Or

- (b) What are the key elements of a successful sales training program?

17. (a) What factors should be considered when allocating sales efforts in different territories?

Or

- (b) Explain the significance of sales meetings in sales management.

18. (a) How can cost analysis benefit sales management?

Or

- (b) Explain the importance of sales budgeting in sales management.

19. (a) Discuss the challenges using multichannel marketing in marketing channels.

Or

- (b) Explain the concept of "channel conflict" in marketing channels and provide an example.

20. (a) What is the primary purpose of a salesperson's performance appraisal?

Or

- (b) Explain the significance of assessing the performance of marketing channels, including the sales force, in a business.

SECTION C — (3 × 10 = 30)

Answer any THREE questions.

21. Describe the components of an effective compensation plan in sales management.
22. Explain the process of setting objectives and quotas for sales personnel.

23. Explain the components and process of a sales evaluation program.

24. Discuss the role of wholesalers in marketing channels and provide examples of services they offer.

25. Explain the role of information systems in channel management and their impact on the flow of information.