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## P.E.S. College of Engineering, Mandya - 571 401

(An Autonomous Institution affiliated to VTU, Belgaum)

Third Semester, Master of Business Administration (MBA)

Semester End Examination; Dec. - 2014

**Sales and Channel Management**

Time: 3 hrs

Max. Marks: 100

*Note: Answer any FOUR full questions from PART- A and PART – B (Case Study) is compulsory.*

### PART - A

1. a. What is sales management? Discuss the evolution of sales management. 10
- b. What is meant by Pre-Sales Preparation? Highlight the qualities and responsibilities of sales manager. 10

### OR

2. a. What are the emerging trends in sales management? Discuss the sales management process in detail. 10
- b. What is a sales organization? Explain the factors influencing the structure of sales organization. 10
3. a. What is a sales quote? What factors would you consider while setting sales quote? 10
- b. What are the challenges of sales training? Elaborate the types of sales training. 10

### OR

4. a. What is motivation? Explain in detail the various methods of motivating sales force. 10
- b. Explain in detail the different sales force compensation plans. 10
5. a. Success or failure of an organization depends on how efficiently the sales activities are monitored and performed. Discuss. 10
- b. Discuss in detail the steps involved in sales force staffing process. 10

### OR

6. a. What is a channel design? Briefly explain the channel structure involved in managing channel members for a Pharma company. 10
- b. Discuss the various steps / techniques used for sales forecasting. 10
7. a. A well designed compensation plan should meet the objectives of both sales staff and management. What objectives do you consider while designing a compensation plan? 10
- b. What is a channel conflict? Differentiate between channel structure and channel design. 10

### OR

- 8. a. Organization establish sales territorition for numerous reasons. Discuss few reasons for establishing sales terretories. 10
- b. Overcoming objections is one of the crutial stages in selling process. What procedure would you follow in the process of overcoming objections? 10

**PART - B (CASE STUDY)**

As a sales manager of Volvo a new company manufacturing and marketing aluminum extruded products, such as doors, windows, partition aluminum etc is targeting both the household and institution in the domestic market.

The factory is located in Karnataka. Having discussed & decided with the CEO, to initially faces sales and distribution efforts in southern region, consisting of Karnataka, Tamil Nadu, Andra Pradesh and Kerala, you have been assigned the crucial task of designing the sales territories to optimally cover the above said four southern states.

**Questions :-**

- a. How would you design the sales territories? 05
- b. What criteria you keep in mind in assigniag sales person to different territories. 05
- c. Highlight non financial motivator you can use for motivating sales force. 10

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