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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. - 2015

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. Explain any two qualitative techniques used for sales forecasting. 10
- b. Define and explain the concept of sales territory. Describe the factors involving in designing sales territory. 10

OR

2. a. What are the skills required for successful selling? Explain. 10
- b. As a sales manager of a company selling vacuum cleaner, how will you design the sales territory? 10
3. a. Explain the emerging trends in sales management. 10
- b. What are the factors influencing the motivation of the sales person? 10

OR

4. a. What is on-the-job training for a new recruit in sales? Explain. 10
- b. Explain in brief the different type of financial compensation plan for sales staff. 10
5. a. Explain in brief the different types of personal selling. 10
- b. What are the criteria's for evaluating sales personnel performance? 10

OR

6. a. Explain the distribution channel strategy framework with suitable block diagram. 10
- b. Define channel conflict. Explain any two conflict resolution mechanism for managing channel members behavior. 10
7. a. Explain the major domains in framing distribution strategy. 10
- b. Explain the major decision areas in choosing transportation. 10

OR

8. a. What is sales presentation ? Explain how will you handle the customer objections with suitable examples. 10
- b. What do you mean by logistic planning? Explain in brief the major problems that can be tackled by logistic planning. 10

PART - B**Case Study (Compulsory)****Did you make the right choice?**

9. You had high hopes on Ms. Swarna, the person you selected for the key position of sales trainer for novelties chain retailer. But much to your dismay, she is perhaps the least dependable person on your entire sales staff.

Ms. Swarna has great credentials with MBA (Marketing) and several years of productive field sales. She is intelligent and occasionally displays reasonably good powers of communication. What is she doing in an inside position? Why did she quit a productive career in field sales?

You believe the explanations she could not be away from home or out of town for the length of time required to adequately cover a sales territory.

You quickly learn Ms. Swarna is never on time. She never meets deadlines. She frequently pushes back the training programs.

Some of the training sessions she conducted were chaotic. Sales managers and sales people have been complaining. The situation is getting out of hand some older sales people are refusing to attend the training session.

What can be the matter? Ms. Swarna puts in long hours. She takes few breaks and never a long lunch. She is diligent. She is unlike most others in the office, rarely visiting or desk hopping and frequently keeps her office door closed. Some of the work she produces is good.

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|---|----|
| a) Analyse Ms. Swarna's problem. | 05 |
| b) What will you do to make her more effective in training job ? | 05 |
| c) With all your efforts if Ms swarna is ineffective what will you do ? | 05 |
| d) What are the characteristics of a good training manager for a sales team ? | 05 |

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