



**PRESIDENCY UNIVERSITY,
BENGALURU**

SCHOOL OF MANAGEMENT

MID TERM EXAMINATION

Odd Semester: 2018-19

Course Code: MKT 301

Course Name: Sales and Distribution Management

Branch & Sem: MBA III Sem

Date: 27 October 2018

Time: 2 Hours

Max Marks: 40

Weightage: 20%

Instructions:

- (i) *All parts of the question paper are compulsory*

Part A

Answer **all** the Questions. **Each** question carries **three** marks. (4x3=12)

1. List out the qualities of a good sales manager.
2. Explain the relationship between sales and marketing.
3. Explain the emerging trends in sales management.
4. Explain with an example the top down approach in budgeting sales.

Part B

Answer **all** the Questions. **Each** question carries **four** marks. (3x4=12)

5. You are sales manager of an FMCG firm. Suggest the sales forecasting methods that can be used to achieve targets.
6. What is a sales territory? How you design sales territory for consumer markets.
7. What is sales quota? Briefly explain different types of sales quota.

Part C

Answer all the Questions. Question carries **eight** marks. (2x8=16)

8. Frame a sales strategy for a logistic company operating in Karnataka. Make assumptions if required.
9. Praveen is a Sales Manager of a B2B company which manufactures automobile spare parts. Explain how he has to plan the sales process for generating sales.



Roll No.

**PRESIDENCY UNIVERSITY
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END TERM FINAL EXAMINATION

Odd Semester: 2018-19

Course Code: MKT 301

Course Name: Sales And Distribution Management

Programme & Sem: MBA & III Sem

Date: 02 January 2019

Time: 3 Hours

Max Marks: 80

Weightage: 40%

Instructions:

- (i) Attempt all the questions
- (ii) Draw diagrams/flow charts for required questions

Part A

Answer **all** the Questions. **Each** question carries **five** marks. (4Qx5M=20)

1. If you are appointed as new branch manager in Bengaluru and hired new sales team, explain what criteria you consider in assign territories to new sales team?
2. What are the key performance indicators for measuring the effectiveness of channel members?
3. Compare geographic sales organization structure Vs product sales organization structure. Which organization is apt for soft drink companies like Coke & Pepsi?
4. Do you think only financial rewards motivate sales force? Yes/No justify your answer.

Part B

Answer **all** the Questions. **Each** question carries **ten** marks. (3Qx10M=30)

5. If you join a startup company explain what are the steps you follow to decide the channel design?
6. Explain the different types of sales training methods.
7. What are the distribution strategies you adopt for the following products?
 - a) FMCG
 - b) Consumer Durables
 - c) Luxury Goods

Part C

Answer **both** the Questions. **Each** question carries **fifteen** marks.

(2Qx15M=30)

“The technological revolution, which is taking place in the world, right now, is one of the reasons that e-commerce companies are getting encouraged to come up with more and more options. According to a new study by Forrester Research, approximately a fifth of total retail sales will take place online by 2021 in Asia Pacific, with 78 percent of that coming from mobile, up from 63 percent in 2016. The study adds that online retail via mobile will grow at a CAGR of 15.6 percent, to reach \$1 trillion in 2020, up from \$539 billion in 2016.”

8. Considering the above scenario, explain how the channel partners will add value to your company's marketing strategy? Give suitable examples to support your answer.
9. Considering the technological revolution and tough competition from e-commerce companies, suggest how you modify your distribution strategies.