

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTER OF BUSINESS ADMINISTRATION (M.B.A.)
EXAMINATION: MAY- 2024
SEMESTER - IV

Sub.: Sales & Distribution Management (MMM406)

Date : 28/05/2024

Total Marks : 60

Time: 10.00am to 12.30pm

Instructions: 1) All questions are compulsory.
2) Figures to the right indicate full marks.

Q. 1. Write Short notes on (Any Three) (15)

1. E-commerce
2. Sales organization
3. Sources of recruitment
4. Wholesaling: Concept
5. Marketing Channels management

Q. 2. Answer in detail (Any One) (10)

1. What is personal selling in detail and explain Personal Selling Process.
2. Enlist and explain types of sales budget.

Q. 3. Answer in detail (Any One) (10)

1. Describe the Role and competencies of Sales Manager.
2. Analyze the Strategies for Managing Channel Performance.

Q. 4. Answer in detail (Any One) (10)

1. What are the Factors Affecting The Choice Of Channel
2. Explain in detail Sales Force Automation

Q. 5. Case study (15)

Ashok Desai was transferred from western region, where he worked as area sales manager of CG Engineering Company, to eastern region as regional marketing manager - industries. He was told by the company's general manager (Sales) that he was transferred from western region to eastern region to set things right, as eastern region was not performing well on sales and profits.

Ashok's main responsibilities were to manage effectively 11 sales engineers and achieve the sales volume and contribution (to profits) quotas.

For Ashok not only the industrial customers but also the sales engineers were new. The sales engineers were compensated based on straight salary and perquisite like house rent allowance and medical reimbursement. There was no incentive scheme.

The territory of *eastern region* consisted of states of West Bengal, Bihar, Assam, and Orissa. Ashok felt that the sales engineers were not covering the market adequately and were not following any system of routing and scheduling.

He also thought that salespeople were spending more time in travelling and less time in selling activities. After talking to sales engineers individually, he got an impression that most of them were not motivated, as they were not given adequate freedom of operations and recognition whenever they got good orders.

Ashok thought that there was a good scope of applying what he had learnt in the management institute and achieve superior results as expected by the general manager

Question

1. What specific strategies could Ashok implement to improve the motivation and performance of the sales engineers in the eastern region?
 2. How can Ashok effectively use his background knowledge from the management institute to address the issues of inadequate market coverage and inefficient routing and scheduling of sales activities in the eastern region?
 3. Considering the lack of incentive schemes for the sales engineers, what innovative compensation or recognition programs could Ashok introduce to boost sales and profit margins in the eastern region?
-