



III Semester M.B.A. (Day) Examination, January 2009

(2007-08 Scheme)

MANAGEMENT

M-3 : Sales and Marketing Channel Management

Time : 3 Hours

Max. Marks : 75

SECTION – A

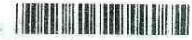
Answer **any six** questions. **Each** question carries **2** marks. (6×2=12)

1. a) Name the different types of sales persons.
- b) What is socialization ?
- c) Define ECR.
- d) What is Channel Structure ?
- e) Name any four forecasting methods used in sales.
- f) What are expert systems ?
- g) Name the different types of wholesalers.
- h) Define channel intensity.

SECTION – B

Answer **any three** questions. **Each** question carries **8** marks. (3×8=24)

2. Describe the personal selling process.
3. Explain how you would use the Maslow's Hierarchy of needs to motivate sales persons.
4. Describe the different types of VMS.
5. What are the different methods of evaluating salesperson's performance ?
6. What are various approaches to motivate channel members ?



## SECTION – C

Answer **any two** questions of the following. **Each** question carries **12** marks.

(2×12=24)

7. What are the advantages and disadvantages of any one compensation plan for sales person ?
8. Describe briefly the process of designing and implementing a sales training programme.
9. Explain the different flows in a marketing channel.

## SECTION – D

**Case Study :****15**

10. Elegant Arches was a leading furniture company in Bangalore. They have been making computer tables for the past ten years. These were sold by the company through its exclusive showroom. Many software companies were its clients.

Due to increased competition, its promotor Mr. Shashi Kumar decided to expand the product range to desks, dining table, cots etc.. Mr. Shashi Kumar sales from House holds and the Government in addition to businesses like hotels, colleges and offices. He also felt it was necessary to be at prospects of sales from other places than Bangalore to ensure utilisation of production capacity.

He wished to design an appropriate channel to market his range of product. What would be your suggestion ?