



III Semester M.B.A. (Day) Examination, February/March 2014
(2007-08 Scheme)
MANAGEMENT
M-3 : Sales and Marketing Channel Management

Time : 3 Hours

Max. Marks : 75

SECTION – A

1. Answer **any six** from the following. **Each** question carries **two** marks. **(6×2=12)**
- a) Define sales management.
 - b) What are sales Territories ?
 - c) Define Artificial Intelligence.
 - d) What do you mean by channel conflicts ?
 - e) What are marketing costs ?
 - f) Define Relationship Marketing.
 - g) Define personal selling.
 - h) Define Target Marketing.

SECTION – B

- Answer **any three** of the following. **Each** question carries **eight** marks. **(3×8=24)**
- 2. Discuss the factors that affect channel selection and designing its structures.
 - 3. Explain the process of evaluating sales people's performance.
 - 4. Describe the impact of technological advancements on logistics management.
 - 5. Explain the various techniques of Training Sales Men.
 - 6. Explain the various types of vertical marketing systems.

SECTION – C

- Answer **any two** of the following questions. **Each** question carries **12** marks. **(12×2=24)**
- 7. Discuss the process of forecasting demand and determining sales budget.

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8. Explain the role of distributor advisory councils in channel management.
9. Give an account of the evolution of retailing and the impact of organised and corporate retailing in India.

SECTION – D

10. Read the following case and answer the question given.

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Manohar Textile Mill has four production units each for cotton, rayon, woollen and jute. All units have designed their production for meeting the demands of the first decade of the twenty first century. The cotton textile unit has radically changed its technological setup. Senior and old employees are being trained in new directions. The rayon unit is modern, but depends on existing machines as these have been installed in 1998. The woollen textile unit has modernised products as suggested by twenty first century marketing research. The jute textile unit has explored new designs which would be accepted for fifty more years to come. It has overpowered cotton textiles and rayon as jute textile is preferred by consumers below 30 years as jute does not need frequent washing. There is no shrinkage in clothes for 15 years. Marketing managers experienced a favourable response. They are surprised at the demand for jute textiles. There exists a jealous atmosphere in the four units. The situation is going out of control as employees of the cotton textile, rayon textile and woollen textile units are not appreciated to the same extent as the employees of the jute textile unit. Profit figures for each unit are prepared. The jute textile unit grants only 2 per cent of profit as bonus for Diwali whereas the rate is much higher in the other three units, e.g. 5 per cent in woollen, 10 percent in rayon and 12 percent in cotton. Even then, jute textile employees are happy because their total amount of bonus is higher than that of the other employees due to higher profits. Some murmuring has started among the employees on this issue as well as on public appreciation of jute textiles.

Questions :

- 1) Do you think the behaviour is natural and should be ignored ?
 - 2) "Employees of different units have different perceptions." Find the behavioural foundations of the problem.
 - 3) Suggest stimuli for proper perception of all the employees.
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