AR13 SET 1

Code No: 13MBA2031

ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI (AUTONOMOUS)

II MBA IV Semester Regular / Supplementary Examinations, April-2017

SALES, DISTRIBUTION AND RETAIL MANAGEMENT

Time: 3 Hours Max. Marks: 60

Answer any FIVE questions All questions carry equal marks Question No.8 is Compulsory.

- 1. Define Sales Management. What are the objectives of Sales Management?
- 2. How is the Job Description used in managing the sales force?
- 3. Explain the classification of Sales Forecasting techniques?
- 4. What are the various factors influencing to select a channel by the marketers?
- 5. Discuss the legal and social aspects in international sales?
- 6. What are the different factors to be considered for selling in international markets?
- 7. Explain the threats of Global Retailing?
- 8. Case Study (Compulsory)

Healthy Living Company is a pharmaceutical company. They have a team of dedicated medical representatives. All of them aspire to become sales supervisors, managers and officers. There are many instances of salesmen – started business growing into big companies, e.g., Nirma, where the owner salesman one day comes to head the firm as its chief executive. It is however, observed that all sales people cannot become successful managers. A brilliant reporter may not become a good editor. The point is that the skill required for both the jobs are essentially different.

Healthy living knows that a sales manager today faces complex responsibilities. He has to be a good team leader. A salesman operates on his own. It is not possible to transform oneself into a team leader all of a sudden. Sales manager has administrative and office duties. A salesman is in the field. Many salesmen may not like to swap the challenges of selling task for an administrative post. There are others who would love to accept the challenges of a new job. Healthy living wants to decide how to assess those who would not object to the shifts in attitude and habits required to be a successful manager.

Question for Discussion:

i. Advice this company how it can identify the sales manager material amongst its own sales force.