

Code No: 13MBA2031**ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI
(AUTONOMOUS)****MBA IV Semester Regular Examinations, May/June– 2015****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. What are the duties and functions of a sales Management?
2.
 - a) What are the methods of Training Sales people
 - b) Explain about Compensating Sales personnel?
3. Explain different Theories of Personnel Selling.
4. Define Sales Territories and also explain the goals of Sales Territory management?
5. Explain the relationship between:
 - i. Distribution Channel
 - ii. Physical Distribution
 - iii. Customer service
6. State the nature of International Sales Management?
7. Discuss Retail Marketing Planning Strategy in detail?
8. **CASE STUDY:**

The vice president (sales) of multinational health insurance company is disturbed by the increasing number of sales people resigning at entry level. The Company is recruiting sales people from various B-Schools across the country. The sales people were given training for three months and then asked to work under a team leader. The competition is very intense as they are more than twenty players. However, sales manager argued that it is natural in life insurance industry. The challenge is to arrest attrition and improve productivity.

Question:

- i. As a sales manager, what are the likely reasons for sales people leaving the organization? Suggest suitable strategy to address the problem?