

Code No: 13MBA2031**ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI
(AUTONOMOUS)****MBA IV Semester Regular / Supplementary Examinations, May – 2016
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. a) Define Sales Management and what are the objectives of sales management?
b) Enumerate the functions of sales Management?
2. What is a personnel Selling? Explain different steps of Personnel Selling in detail?
3. What are the methods of motivating sales personnel?
4. Explain:
 - i. Sales Quotas
 - ii. Sales Forecasting
 - iii. Sales Budget
5. What is Physical Distribution? Explain the elements of Physical Distribution in detail?
6. State the Challenges to be faced by International Sales Managers?
7. Define retailing .What are retailing functions? Explain the services rendered by retailers.
8. **CASE STUDY:**

The vice president (sales) of multinational health insurance company is distributed by the low level of new policy holders in Hyderabad .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 team leader .The competition is very intense as they are more than ten players. The challenge is to attract new policy holders. Sales people were seen failing at closing stage. Health insurance is perceived to be complex product.

Questions

 - i. As a sales manager, what are the likely reasons for poor performance of sales people
 - ii. Suggest suitable strategy to address the problem