

MAY 2013

**P/ID 37519/PBEC**

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Time : Three hours

Maximum : 80 marks

SECTION A — (5 × 5 = 25 marks)

Answer any FIVE questions.

1. Explain the operating environment for field sales force.
2. Discuss the responsibilities of sales manager.
3. Explain sales budgeting.
4. What is sales quota? What are the different types of sales quota?
5. Explain various financial incentives given to salesmen.
6. What are the documents that are used by distributors?
7. What are the precautions a company should consider while terminating a distributor?
8. Can you eliminate middlemen? Give reasons.

SECTION B — (4 × 10 = 40 marks)

Answer any FOUR questions.

9. "Field sales manager's job is highly challenging but less paid" - Critically evaluate statement.
10. Explain the different types of field sales organisation.

11. How will you identify the suitable performance measurement methods? Explain their suitability for salesmen selling computers.
12. What are the different techniques of sales forecasting? Discuss their merits and demerits.
13. How will you reduce the cost of transportation for the following products?
  - (a) Chocolates
  - (b) Washing machine.
14. How will you identify warehouse location for the following products?
  - (a) Ground nut
  - (b) Branded Ready-made shirts. Give reasons.

SECTION C — (1 × 15 = 15 marks)

(Compulsory)

15. Varun, an experienced marketing guy joined in Best Pharma Ltd., as V.P. marketing. After seeing the sales performance in Southern states, he felt that the company is running short of sales representatives. He recruited 20 fresh pharmacy graduates from a reputed institution. They will be posted in all the four southern states.

He felt suitable training should be imparted to the freshers. Suggest suitable training methods to Mr. Varun prepare a plan mentioning, the objectives, duration, day wise plan, methodology and evaluation form.

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