

MAY 2012

**P/ID 77519/PMEC/  
PMBM3**

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Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. Distinguish between marketing and sales management.
2. Define Sales budgeting.
3. How does sales quota help in managerial evaluation?
4. What is the importance of transportation and handling in distribution management?
5. Describe various types of channel.
6. What is sales field report?
7. Discuss the role of distribution in marketing mix.
8. Explain the meaning of 'pull' and 'push' promotional techniques.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

All questions carry equal marks.

9. Discuss the scope of sales management, the organization structure required for the effectiveness, for a product of your choice.
10. How do sales meetings and sales contests provide for salesmen motivation?
11. Design a sales audit and analysis system applicable for an organization selling to industrial customers.
12. Discuss the impact of information technology in sales management.
13. Discuss the responsibilities of middlemen in service industries.
14. Discuss the important steps in sales forecasting.
15. Discuss the various distribution networks that can be looked in to by an organization.
16. Explain the important considerations in selecting channel arrangement.

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PART C — (1 × 20 = 20 marks)

Compulsory.

17. Case Study :

A Sales Manager of a well-established steel company faced a problem with Area Sales manager of the southern territory. While sales increase in the South territory was encouraging, there was an increasing trend noticed on debtors in dues from customers, some of the dues extending beyond 90 days of billing. South was noticed to be holding excess inventory of high value steel for over six months. This territory was indeed ending up to be a drag on the All India Sales Performance of the organization. South has intense competition in the low value steel from the unorganized sectors.

As a Sales Manager of the company how will you device sales quota for the south and the weight ages that you would be giving to each type of quota.

Will you redesign territories, recognize sales force, and also change the mode of evaluation sales force? Explain.

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