

[Time 2 ½ hours]

[Marks 75]

- N.B. 1. All questions are compulsory
2. Figure to the right indicates full marks.
3. Support your answers with suitable examples wherever necessary.

1. Answer any two questions:

(15)

- Explain the importance of distribution Management
- Explain the role of intermediaries in distribution channels.
- Discuss the qualities of sales manager.

2. Answer any two questions:

(15)

- Explain the difference between National Selling and International Selling
- Explain the reasons for unsuccessful closing.
- Explain the following Concepts:
 - Win-Win Strategy
 - Market Analysis
 - Sales Territory

3. Answer any two questions:

(15)

- Explain the various choice of Distribution System
- Explain the functions performed by Retailers
- Discuss the factors affecting Distribution Strategy

4. Answer any two questions:

(15)

- State the new trends in sales and distribution management.
- Discuss briefly the steps in Sales Management Audit.
- Explain the instruments of control of channels.

Q5. Case study:

(15)

Sachin and Virag are two enterprising youth. They have passed out from IIM, Bangalore. They thought instead of doing a job, they will launch fresh vegetables in Indian markets. Having learnt of the future conventional foods, they decided to venture into cultivation of mushrooms. Mushrooms are known to be the best alternative food for vegetarians. For Sachin and Virag fund raising was a serious handicap for mass production. However, the first trial batch of mushrooms that they produced was bought by Star Hotel in Bangalore. Further, the hotel placed orders for supply of 20 kgs every day. Now mushroom industry is run by small entrepreneurs, like Sachin and Virag. Another big player M/s Ashtavinayak Mushrooms, equipped with cold storage facility was more interested in the export market. Sachin and Virag have set their sights high. They aim to sell mushrooms in a very big way all over India. Mushrooms have a great market potential and is a perishable food.

Questions:

- How will you advise Sachin and Virag, as how to increase the consumer awareness about this new food?
- Analyze the above case
- What would be your suggestions for distribution channel for mushrooms?

(8)

(4)

(3)

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