

Savitribai Phule Pune University
Department of Management Sciences (PUMBA)
Executive MBA
2nd Year (Semester –III) External Exam Nov. 2014
305(A)- Sales & Distribution Marketing

Time: 2hrs.

Marks: 50

Note: Answer any five questions. All questions carry equal marks.

- Q1.** Explain selling with respect to industry selling, service selling and retail selling. Also explain the emerging sales management trends and how are they affecting the role and functions of a sales person?
- Q2.** Explain various situations and timings used for negotiations? How will you develop a bargaining strategy for a business to business customer? Also explain the role of communication in reducing the noise level in a sales presentation.
- Q3.** What are the various approaches to selling and how should you select approaches at different stages of product life cycle?
- Q4.** What is sales force automation? What advantages and benefits does it brings to the organization, sales people and clients?
- Q5.** Justify the need for distribution channel. What are the functions they perform for company and customers? Explain each one of them by giving examples.
- Q.6** What is the key consideration for selection of Distribution Channel? Also mention the parameters for dealer selection and hence explain the concept of dealer's liability in the company by giving examples.
- Q7.** State and explain the four stages of channel conflict, also explain the importance of conflict management by giving examples.
- Q8.** What are the five sources of power with reference to channel management? Explain each one of them by giving examples.
