

Code No: MB1649/R16

MBA IV Semester Regular/ Supplementary Examinations, October-2020

PROMOTIONAL DISTRIBUTION MANAGEMENT

Time: 3 Hours

Max. Marks: 60

*Answer Any FIVE Questions
All Questions Carry Equal Marks
Question No. 8 is Compulsory*

- | | | |
|------|--|----|
| 1. a | Explain briefly sales promotion strategies | 6M |
| b | What is meant by consumer price perceptions? How do you define Perceived risk? | 6M |
| 2. a | "The goal of a modern physical distribution system in a Firm should be to operate at lowest possible total cost" Discuss | 6M |
| b | Define what is meant by logistics management and explain its major functions. | 6M |
| 3. a | A "Shorter channels are usually a more direct means of distributions and therefore they are more efficient". How do you react on this statement? | 6M |
| b | What are the various problems that are taken into consideration before distribution of products? | 6M |
| 4. a | Explain how wholesaling intermediaries can assist retailers in increasing their returns on their investment. | 6M |
| b | What is meant by Channel design decisions? Discuss channel design comparison factors. | 6M |
| 5. a | Define Code of Ethics and explain the role of ethics committee in in implementing Ethical behaviour | 6M |
| b | Briefly explain the challenges that are faced in managing an International Business Strategy | 6M |
| 6. a | Discuss Direct Marketing Channels Vs. Indirect Marketing Channels. | 6M |
| b | How do you define modelling of an Ethical Behaviour? | 6M |
| 7. a | Define What is meant by Promotional Management and explain different types of promotions | 6M |
| b | Narrate some of the social issues in distribution management with suitable examples. | 6M |

Code No: MB1649/R16

8. Case Study

12M

Salesman's Problems

Robert has been working for a cellular phone service provider. He is a member of a team of 10 salespersons who are covering the city. He carries a stiff target, which means that he is always working under high pressure.

Each member of the sales team has been given a vertical segment to work on. Robert works with the middle income and the existing mobile user groups as his prospect base. Although he is able to convert a few sales, his conversion rate is not as good as that of those working in the higher end and corporate segments.

Robert's prospects are typically those who mainly use mobiles and are quite contented. Some of them feel that even a mobile is a luxury. Robert keeps meeting more and more of such "Stone walling type" of prospects and gets pretty vexed. He spoke about this to his sales supervisor. It didn't take too long for his supervisor to identify Robert's problem. He was able to sit with Robert and offer him some working ways of handling such prospects. He even went in the field with Robert to show what was needed to be done. Within a couple of weeks, Robert was a changed person. Now he is producing excellent results amongst the same set of prospects.

Questions:-

- i) Explain the characteristics of Robert, who is member of a team of 10 sales persons.
- ii) What do you think was the analysis carried out by Robert's supervisor?
- iii) Explain the qualities of Robert's supervisor?
- iv) Analyse in detail the magic touch imparted by the supervisor which totally changed Robert and helped him in achieving better results.
