Roll No.



56090

M.B.A. 2 Year 4th Semester (N.S.) Examination-May, 2015

Sales & Distribution Management

Paper-MBA-422

Time: 3 hours

Max. Marks: 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard will be entertained after the examination.

Note: Attempt all 8 parts of the question in section-A. Attempt 4 questions selecting one question from each unit in section-B. All questions carry equal marks.

Section-A

- 1. Explain the following:
 - (a) Salesmanship

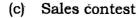
56090-2000-(P-4)(Q-9)(15)

(1)

[Turn Over

JobOfficer.com 2

(b) Social responsibilities of sales people



- (d) Purpose of sales analysis
- (e) Distribution management
- (f) Wholesaling
- (g) Channel information system
- (h) International sales management

Section-B

Unit-I

- 2. Explain various steps involved in the process of personal selling. Also discuss the skills required in each stage of selling.
- 3. How compensation motivates the sales people? Describe the changing practices of compensation under the recessionary conditions in India.

56090-2000-(P-4)(Q-9)(15) (2)

JobOfficer com

Unit-II



- 4. What is a sales quota? What are the other different quotas a sales manager can use? Discuss the merits and demerits of the quota system and also that of involving dealers and the sales team in its determination.
- 5. What do you understand by sales territory? Discuss the reasons for establishing sales territories.

Unit-III

- 6. Discuss the four elements of firm's marketing mix. Give examples of how companies today have a marketing mix to compete in their industry?
- 7. Explain various types of channels of distribution. How does a marketing manager select a distribution channel in case of a consumer durable firm?

56090-2000-(P-4)(Q-9)(15)

(3)

[Turn Over

Unit-IV



- 8. What are the channel conflicts? What are their sources? How can a company resolve conflict in distribution channels?
- 9. Discuss how supply chain management strategies help better control over the inventories and lower costs?

56090-2000-(P-4)(Q-9)(15)

(4)