

7. What is the importance of designing effective channel system? How channel members add value while serving the end users?

Unit-IV

8. What is the importance of effective channel information system? Highlight advantages and disadvantages of such system for the international sales management.
9. What is meant by market logistics and supply chain management? How is a logistics planning linked to the Channel Management?

56090-2150-(P-4)(Q-9)(16) (4)

Roll No.

56090

M.B.A. 2Year 4th Semester(N.S.)

Examination-May, 2016

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 : The question paper will have two sections. Section A shall comprise 8 short questions carrying two marks each which are **compulsory**. Answer to each question should not exceed 50 words normally. Section B shall comprise 8 questions (2 questions from each unit). The students will be required to attempt

56090-2150-(P-4)(Q-9)(16) (1)

Turn Over

four questions (one question from each unit). All questions carry equal marks.

Section-A

1. Short answer type questions :

- (a) What are different functions of Sales Management?
- (b) Define Market Potential.
- (c) What are the methods of sales forecast ?
- (d) What is the importance of Sales contest ?
- (e) What are the reasons for channel conflicts?
- (f) What are the roles of channel members in JIT inventory management system ?
- (g) Define the purpose of sales budget.
- (h) What are the non-financial compensation plans?

56090-2150-(P-4)(Q-9)(16) (2)

Section-B

Unit-I

2. Write an essay on 'Personal Selling', bringing out clearly the concept, desirable qualities of sales persons and the process involved therein.
3. Why is the motivation of sales force more important than for employees in any other sphere? Explain.

Unit-II

4. Describe the steps involved in evaluating & controlling the sales force.
5. What is sales territory? Why should firm go for designing sales territories?

Unit-III

6. How retail culture has impacted the distribution strategies of the companies?

56090-2150-(P-4)(Q-9)(16) (3)

[Turn Over