

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**

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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.

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**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

- (b) Social responsibilities of sales people
- (c) Sales contest
- (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.

## 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?

#### **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 ?
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