

7. What is the important channel system? How does it add value while serving the users?

Unit

8. What is the important information system? Highlight advantages and disadvantages of an international sales management system.

9. What is meant by supply chain management? How is it related to the Channel Management?

designing effective channel members add value to users?

of effective channel highlight advantages of a system for the management.

market logistics and management? How is it related to the Channel Management?

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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

four questions (unit). All question

question from each
ry equal marks.

Secti

1. Short answer type q

ns :

(a) What are diffe
Management?

functions of Sales

(b) Define Market I

ial.

(c) What are th
forecast ?

ethods of sales

(d) What is the
contest ?

ortance of Sales

(e) What are the
conflicts?

sons for channel

(f) What are the r
in JIT inventor

channel members
agement system ?

(g) Define the purp

sales budget.

(h) What are
compensation]

non-financial

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?