

9. What is international sales management ?
What models can be used in overseas market
for international sales management ? (16)

Roll No.

56090

**MBA 2 Year 4th Semester
(N.S.) 2011-2013 Examination-
May, 2017**

SALES AND 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 : Section 'A' contains eight short answer type questions of two marks each and is **compulsory**. From Section 'B' attempt **four** questions, selecting **one** question from each Unit. All questions carry equal marks.

SECTION - A

1. Conceptualize the following : (16)

(a) Social Responsibility in Sales Management.

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(1)

[Turn Over

(b) Functions of Sales Management

(c) Sales quota

(d) Analysis of

(e) Zero level channel

(f) Channel control

(g) Market logistics

(h) Dealer Network

SECTION - B

Q - I

2. Explain the process of personal selling. Explain the role and skills of modern sales managers. (16)

3. How important is it to motivate the sales force? Discuss various strategies used to motivate sales force. (16)

UNIT - II

4. What is Sales Territory? How Sales Territory are decided? Explain the importance of Sales Territory Management. (16)

5. Discuss the steps involved in evaluating and controlling the sales force (16)

UNIT - III

6. Discuss the importance of Designing effective channel system. How channel members add value while serving end users? (16)

7. Explain the concept of Marketing Mix. Discuss the importance of Distribution Management in Marketing Mix. (16)

UNIT - IV

8. What is channel information system. Discuss its role and importance for the success of a corporate retail outlet. (16)