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Paper Id: | 7 | 0 | 1 | 4 | **Roll No:** | | | | | | | | | | |

MBA
(SEM III) THEORY EXAMINATION 2017-18
SALES & DISTRIBUTION MANAGEMENT

Time: 3 Hours ***Total Marks: 70***

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION - A

1. Attempt *all* questions in brief. 2 x 7 = 14

a. Define Sales Management.
b. What is Personal Selling?
c. Differentiate between Recruitment and selection of sales force?
d. Differentiate between Training & Development of a sales force.
e. Explain the concept of Sales contest.
f. Explain the concept of forward and reverse logistics.
g. What is franchising?

SECTION - B

2. Attempt any *three* of the following: 7 x 3 = 21

a) Write a note on the role played by a sales manager in any organization?
b) Explain various recruiting sources of sales representatives?
c) Explain various methods of sales force training?
d) Explain functions and flows in distribution channels?
e) What is channel conflict? Explain different types of channel conflict?

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SECTION - C

3. Attempt any *one* part of the following: 7 x 1 = 7

a) Explain the process of personal selling?
b) Explain sales management process?

4. **Attempt any *one* part of the following: 7 x 1 = 7**

a) Briefly explain the process of leading and motivating the sales force.
b) Discuss various types of sales organization.

5. **Attempt any *one* part of the following: 7 x 1 = 7**

a. Explain the process of designing a sales territory.
b. Elaborate the steps involved in preparing a sales budget.

6. **Attempt any *one* part of the following: 7 x 1 = 7**

a) "Distribution is very crucial while deciding marketing strategy" Comment.
b) Explain different channel structures in detail.

7. **Attempt any *one* part of the following: 7 x 1 = 7**

a) Briefly explain the steps involved in training the distributors sales team?
b) Explain important factors which influence channel choice?

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