Printed Pages:02 **Sub Code: RMBMK01**

Paper Id: 270306 **Roll No.** | | | | | | | | | | |

MBA

(SEM III) THEORY EXAMINATION 2018-19

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. What do you mean by Sales? Differentiate it with Marketing.
b. What is Sales Budget?
c. Define Sales Quota.
d. Discuss about importance of Sales Forecasting.
e. What do you mean by Wholesaling?
f. Brief about concept of Personal Selling.
g. How defining Sales Territories are important in Sales Management?

SECTION B

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

a. Discuss the various methods and approached of sales personal training.
b. Discuss the ethical and legal issues in sales and distribution management.
c. Describe the prominent channel systems with examples.
d. Describe the personal selling process and discuss the various prospecting methods.
e. Discuss the scope and importance of sales management.

SECTION C

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

(a) "There is no uniform way to forming a compensation plan across industries, however, sales organizations can take into account various factors that are more important in designing the sales force compensation plan." Elaborate it by suitable examples from industry.
(b) What are the typical training needs for sales people? Describe the sales training process.

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

(a) What are the major functions of a Wholesaler? Describe the factors to be considered for locating a distributor warehouse.
(b) How motivation, evaluation and compensation are related to each other? Discuss the alternative models of sales force motivation.

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

(a) Discuss the process of developing a sales organization. Which factors affect the size of the sales organization?
(b) Do you think that channel participation also have power? If yes, how do the retailers' powers differ from that wholesaler?

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

(a) Explain the following –
   (i) Reasons for Channel Conflicts
   (ii) Reasons for Sales force Appraisal

(b) Explain Forward and reverse logistics. How it is useful in Retailing?

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

(a) Discuss on the following –
   (i) Sales Contest
   (ii) Gap Analysis

(b) What are the different methods of Recruitment and Selection methods in sales management? What qualities a selected candidate has?