Sub Code: RMBMK01

Paper Id: 270306 Roll No: | | | | | | | | | | | | | |

MBA

(SEM III) THEORY EXAMINATION 2019-20

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 sale management.
b.	List out the different types of sales personnel.
c.	What is sales organization?
d.	Define sales territory.
e.	What are fringe benefits?
f.	Mention the functions of retailer.
g.	State the stages of channel conflict.

SECTION B

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

a.	"Do marketing and sales complementary to each other." Comment.
b.	Prepare a job description for a sales representative of FMCG industry.
c.	Explain various methods of sales forecasting and mention the best method for sales forecasting consumer durable goods.
e.	How does distribution of services differ from distribution of products?
f.	Evaluate the role of strategic alliances in designing a successful distribution channels.

SECTION C

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

(a)	What is prospecting? Explain the process of prospecting.
(b)	How sales person handles the objections and close the sales call to achieve sales.

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

(a)	Describe the role and functions of sales person.
(b)	Explain different methods to determine the sales force size in sales organization.

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

(a)	Explain the approach and methods for preparation of sales budget.
(b)	What is sales quota? Discuss objectives and different types of sales quota.

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

(a)	What is GAP analysis and its importance while developing distribution channel?
(b)	Elaborate the various functions and responsibilities of marketing channels.

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

(a)	Explain the reasons and process of resolving channel conflicts.
(b)	Discuss the non-store marketing channels available in current scenario.

www.aktuonline.com