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Total Number of Pages: 01

MBA
MGT404A

4th Semester Back Examination 2016-17
SALES AND DISTRIBUTION MANAGEMENT (SDM)

BRANCH(S): MBA

Time: 3 Hours

Max marks: 70

Q.CODE:Z1036

Answer Question No.1 which is compulsory and any five from the rest.
The figures in the right hand margin indicate marks.

- Q1** **Answer briefly the following questions:** **(2 x 10)**
- a) Differentiate between Market Potential and Sales potential
 - b) Define Salesmanship
 - c) Elaborate the term "Sales Quota"
 - d) Differentiate between Direct Exporting and Indirect Exporting
 - e) Explain the role of intermediaries
 - f) Describe with example the term cold calling.
 - g) What do you mean by Routing and scheduling sales personnel.
 - h) "Sales budget is the blueprint for sales. "Elucidate.
 - i) Enumerate the duties of sales manager.
 - j) What is meant by Extensive Distribution?
- Q2** How does a sales Manager design a sales territory and what are the **(10)**
different types of sales territory?
- Q3** Why companies form a suitable organization for sales of their Products? **(10)**
How the Sales Organization is different for Industrial Products and
Consumer Products?
- Q4** "Companies give more importance for training of Sales Force". Elaborate **(10)**
the statement.
- Q5** "Having a very effective marketing channel is a must for the success in **(10)**
fast moving consumer goods market". Comment.
- Q6** Discuss merits and demerits of different transportation modes. Which **(10)**
factors influence selection of mode of transport?
- Q7** Explain how domestic distribution system is different from international **(10)**
distribution system.
- Q8** Write any two short notes from the following **(5 x 2)**
- a) Sales presentation and its role in selling.
 - b) Enumerate the duties of sales manager.
 - c) Differentiate between vertical and horizontal channel conflict