

Registration No :

--	--	--	--	--	--	--	--	--	--

Total Number of Pages : 02

MBA
18MBA302A

3rd Semester Regular Examination 2019-20

SALES & DISTRIBUTION MANAGEMENT

BRANCH : MBA

Max Marks : 100

Time : 3 Hours

Q.CODE : HR922

Answer Question No.1 (Part-1) which is compulsory, any EIGHT from Part-II and any TWO from Part-III.

The figures in the right hand margin indicate marks.

Part- I

Q1 Only Short Answer Type Questions (Answer All-10) (2 x 10)

- Distinguish between Transactional Selling and Relational Selling.
- What do you mean by Vertical Marketing System?
- What do you mean by canned presentation?
- What do you mean by Hybrid Channel?
- Explain briefly about Reverse Logistics.
- What is intensive distribution? For which type of product it is applicable?
- Briefly explain about clover leaf routing plan.
- Distinguish between sales quota and sales potential.
- What is the difference between Logistics and Physical distribution?
- What do you mean by milk run concept?

Part- II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- Why is sales career considered exciting, challenging and a route to the top position in an organization ?
- How the buying situations of household consumers are different from those of business buyers ?
- What is a sales budget? What are the purposes of the sales budget?
- "If you pay a sales person enough, you will have a well-motivated sales person". Comment on the statement.
- Describe the steps involved for evaluating and controlling sales force performance.
- Explain in detail the distribution objective for a FMCG Company.
- Briefly explain the functions of a retailer?
- What are the factors which are critical for the success of electronic channels?
- What are major functions of a warehouse? How is warehousing related to inventory decisions?
- What are various modes of transportation in distribution management?
- Briefly explain wedge shaped sales territory and how a sales person covers it.
- How does distribution of service differ from distribution of products? Explain with example.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

- 210

Q3

a)

“There is no magic formula to make a sale”. Do you agree? Is there any standard process to make a sale? If yes, justify why a standard selling process is required.

(8)

b)

Explain various steps involved in personal selling process with suitable examples.

(8)
- 210

Q4

a)

Explain various non-statistical methods of demand forecasting?

(8)

b)

What are sales quotas and why it is important for a Sales Manager to set quota for sale people?

(8)
- 210

Q5

a)

What is a sales territory? Why is it necessary for companies to establish sales territories?

(8)

b)

Describe the procedure for designing sales territories.

(8)
- 210

Q6

a)

Explain the various channel levels with examples.

(8)

b)

What are the types for channel conflict? How can you resolve various types of channel conflict?

(8)