



GIET UNIVERSITY, GUNUPUR – 765022

M.B.A (Third Semester – Regular) Examinations, December – 2020

MB 302 A – SALES AND DISTRIBUTION MANAGEMENT

Time: 2hrs

Maximum: 50 Marks

The figures in the right hand margin indicate marks.**PART – I: (Multiple Choice Questions)****(1 x 10 =10 Marks)**Q. 1 Answer **ALL** questions

- a. Avon, Amway, and Tupperware use which of the following forms of channel distribution?
- (i) direct marketing channel (ii) indirect marketing channel
(iii) forward channel (iv) fashion channel
- b. From the economic system's point of view, the role of marketing intermediaries is to transform:
- (i). raw products into finished products. (ii) consumer needs into producer needs
(iii) Consumer needs and wants into product (iv) assortments of products made by producers into the desires. assortments wanted by consumer
- c. When the manufacturer establishes two or more channels catering to the same market, then occurs.
- (i) Vertical channel conflict (ii) Horizontal channel conflict
(iii) Multi channel conflict (iv) Multi channel conflict
- d. The work of setting up objectives for selling activities, determining and scheduling the steps necessary to achieve these objectives is known as
- (i) Selling (ii) Sales policy
(iii) Sales programme (iv) Sales planning
- e. A large marketing intermediary, but not as large as a sole selling agent in terms of size, resources and territory of operation is known as
- (i) The sales force is the firm's most direct link to the customer (ii) "The world will beat a path to your door if you build a better mousetrap," reflects how business operates today
(iii) Personal selling is usually less expensive than advertising. (iv) Sales management is no different from any other kind of management
- f. The difference between transactional selling and relationship selling is?
- (i) In transaction, selling buyers must pay cash (ii) In transaction selling, sellers provide greater service
(iii) In relationship selling, sellers work to provide value to their customers (iv) In transaction selling, the transaction is the beginning of a relationship
- g. What is the full form of VMS?
- (i) Velocity moving system (ii) Vertical marketing system
(iii) Vertical moving system (iv) Very moveable system
- h. To maximize the performance of their field sales forces, companies should
- (i) review staff expense accounts (ii) retrain staff in sales techniques
(iii) develop a strong marketing plan (iv) develop a strong advertising plan
- i. Which of the following is an advantage of using a commission form of sales compensation?
- (i) The salesperson will be highly motivated. (ii) The salesperson will regularly collect sales data.

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(iii) Accounts will be serviced on a regular basis (iv) Accounts will be more productive.

- j. Which of the following areas of training for sales managers is most frequently neglected?
- (i) Forecasting and budgeting techniques (ii) Accounting principles
(iii) Marketing principles (iv) Management principles

PART – II (A): (Short Answer Questions) (2 x 5=10 Marks)

Q.2. Answer ALL questions

- Mention any two Functions of Sales Management
- Define sales forecast?
- What is the meaning of channel of distribution?
- List any two Transportation decisions?
- What is Supply chain Management?

PART – II (B): (Short Answer Questions)

(6 x 5 = 30 Marks)

Answer ANY FIVE questions.

- What do you understand by the term sales force? Why is controlling and motivation essential for sales force?
- How does a sales Manager design a sales territory and what are the different shapes of territory design? Discuss.
- How do you Manage channel member behavior during the Channel Conflict? What are the challenges to overcome it?
- What do you understand by Logistics Management? Define its scope and
- Differentiate between vertical marketing system and Horizontal marketing system?
- Explain in detail the distribution channel strategy. Also explain the various Kinds of distribution Channel strategy?
- What are the five sources of Power used by channel members to influence each other? Explain them in brief?
- Explain the inventory carrying costs and the functions performed by the distributors?

***End of Paper ***