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GIET UNIVERSITY, GUNUPUR – 765022
M. B. A (Third Semester) Examinations, February – 2023
21MBAMM23002 - Sales and Distribution Management

Time: 3 hrs

Maximum: 60 Marks

(The figures in the right hand margin indicate marks.)

PART – A**(2 x 10 = 20 Marks)****Q.1. Answer ALL questions**

	CO #	Blooms Level
a. Importance of sales management	CO1	1
b. Selling skills	CO1	1
c. Sales budget process	CO2	2
d. Reasons for revising sales territories	CO2	2
e. Quota setting procedure	CO3	3
f. Market analysis	CO3	3
g. Need for distribution channel	CO4	4
h. marketing channel	CO4	4
i. Channel information systems	CO5	5
j. What do you mean by channel	CO5	5

PART – B**(8 x 5 = 40 Marks)****Answer ALL questions**

	Marks	CO #	Blooms Level
2. a. Discuss the Selling skills Selling strategies and selling process (OR)	8	CO1	2
b. Explain Types of quotas and quota setting procedure	8	CO1	4
3.a. Describe Routing and scheduling sales persons (OR)	8	CO2	3
b. Differentiate between Qualitative & Quantitative method of forecasting	8	CO2	2
4.a. Explain Recruitment , selection and training the sales force (OR)	8	CO3	4
b. Evaluate the Sales force compensation, control and evaluation	8	CO3	5
5.a. How to manage the distribution channel and what are the ways (OR)	8	CO4	1
b. Discuss Sales territory discuss the various factors effecting allocation of sales territory	8	CO4	4
6.a. Explain Ethical issues in sales and distribution management (OR)	8	CO5	2
b. Describe design and managing the marketing channel	8	CO5	3

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