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**GIET UNIVERSITY, GUNUPUR - 765022**  
M. B. A (Third Semester) Examinations, January - 2024  
**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 <i>ALL</i> questions	CO #	Blooms Level
a. Differentiate sales and marketing.	CO1	K2
b. Write the four key pillars of sales strategies.	CO1	K2
c. State the meaning of the term sales forecasting.	CO2	K3
d. Define sales budget.	CO2	K3
e. State the importance of sales force management.	CO3	K2
f. What are the types of incentives given by organization to motivate the sales person?	CO3	K2
g. Write any two objectives of distribution channel.	CO4	K3
h. State the need of distribution channel.	CO4	K2
i. Define inter type conflict with an example.	CO5	K3
j. Write any three consequences of channel conflict.	CO5	K2

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

	Marks	CO #	Blooms Level
2. a. Justify with an example how sales management becomes an integral part of marketing management.	8	CO1	K5
(OR)			
b. Sales managers job is one of the most complex, challenging and stressful. Justify the statement and strategies to overcome with this?	8	CO1	K4
3.a. Sales budget is a blue print for sales, Illustrate.	8	CO2	K2
(OR)			
b. Describe how will you design the sales territory. Highlight some steps involved in this?	8	CO2	K2
4.a. “Success of sales activity depends upon good sales man”. Discuss the context of sales training.	8	CO3	K5

(OR)

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|--|---|-----|----|
| b. Discuss sales force management and What are the steps involved in it?       | 8 | CO3 | K2 |
| 5.a. Describe the different consumer products and explain its channel.         | 8 | CO4 | K4 |
| (OR)   |   |     |    |
| b. Briefly elaborate motivating and evaluating channel members.                | 8 | CO4 | K3 |
| 6.a. Find out the reasons of channel conflicts and how to manage the conflict? | 8 | CO5 | K4 |
| (OR)   |   |     |    |
| b. Explain different types of channel conflicts.                               | 8 | CO5 | K2 |

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