

**GANDHI INSTITUTE OF ENGINEERING AND TECHNOLOGY UNIVERSITY, ODISHA, GUNUPUR  
(GIET UNIVERSITY)**

M.B.A. (Third Semester) Regular Examinations, January – 2025  
**23MBAPC23003 – Sales and Distribution Management**  
(MBA)



Time: 3 hrs

Maximum: 60 Marks

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

**PART – A****(2 x 5 = 10 Marks)**Q.1. Answer **ALL** questions

	CO #	Blooms Level
a. Difference between selling and buying.	CO1	K1
b. How the concept routing and scheduling helps the sales person?	CO2	K2
c. State the meaning of sales force management	CO3	K1
d. State the need for capturing customer requirements?	CO4	K2
e. Write any three causes of channel conflict.	CO5	K2

**PART – B****(10 x 5 = 50 Marks)**Answer **ALL** questions

	Marks	CO #	Blooms Level
2. a. Explain the process of selling. Describe the characteristics of a good seller.	10	CO1	K2
(OR)			
b. Describe different types of sales. Discuss the direct and indirect selling method using suitable example.	10	CO1	K2
3.a. Discuss sales forecasting and explain its different methods.	10	CO2	K2
(OR)			
b. Identify the reason to establish sales territory and what are the steps to determine sales territory for FMCG goods.	10	CO2	K3
4.a. Success of sales department largely depends upon motivation. Elaborate this statement with few motivational techniques.	10	CO3	K2
(OR)			
b. Describe the importance of proper selection and recruitment of sales people	6	CO3	K2
c. Explain the various process of recruitment.	4	CO3	K2
5.a. Analyse the process of capturing customer requirements.	10	CO4	K3
(OR)			
b. Find out the major channels involved in distribution structure.	10	CO4	K2
6.a. Briefly explain the channel information system and discuss its stages.	10	CO5	K2
(OR)			
b. Explain the types for channel conflict. How can you resolve various types of channel conflict?	10	CO5	K3

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