

2017**MBA****3rd Semester Examination****SALES AND DISTRIBUTION MANAGEMENT****(Specialisation : Marketing Management)****PAPER—M-301/305***Full Marks : 100**Time : 3 Hours**The figures in the right-hand margin indicate full marks.**Candidates are required to give their answers in their own words as far as practicable.**Illustrate the answers wherever necessary.***Answer All Questions.**

- 1. Answer any eight questions of the following :** 8×5
- (a) Define prospecting. Why is it important for a sales person ? 1+4
- (b) Describe buying decision process. 5

(Turn Over)

- (c) Explain different types of distribution channel. 5
- (d) What major factors should organizations consider when designing Sales Territories? 5
- (e) Describe "Topdown and Bottom up" forecasting approach. 5
- (f) Explain 'Workload' method for determination of Sales force size. 5
- (g) What are the qualities required for a good Salesman?
- (h) What do you mean by the 'Demonstration' in selling process?
- (i) What is a Sales quota? How is a Salesman assigned a Sales Territory?
- (j) State the motivational aspects of improving the productivity of sales force.
- (k) What do you mean by supply chain management?

State the significance of it.

(1) State the benefits of JIT technique.

2. Answer any *four* of the following : 4×10

(a) Explain different types of Qualitative methods for sales forecasting. Discuss different types of supervisory method. 5+5

(b) Describe ACMEE Method of designing sales training program. Explain AIDA method under sales presentation. 5+5

(c) What is "Retailing"? Describe different types of Retailers. 2+8

(d) Explain modern views of sales leadership. Describe the methods used for assessing training needs. 5+5

- (e) What are the causes of channel conflict? State the measures to be undertaken to minimize channel conflict. 5+5
- (f) What is meant by 'Reverse Logistics'? State the importance of inventory warehouse management and transportation in logistics management. 2+4+4

[Internal Assessment : 20 Marks]
