2018

MBA

3rd Semester Examination

SALES AND DISTRIBUTION MANAGEMENT

(Specialisation : Marketing Management)

PAPER—M-301

Subject Code—09

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.

1. Answer any *eight* questions :   8×5

   (a) Define prospecting. Why it is important for a sales person ?   2+3

(b) Explain the factors that influence sales forecast.

(c) Describe briefly the common type of Quotas set by company for sales persons.

(d) Write a short note on Franchising.

(e) What major factors should organizations consider when designing sales Territories ?

(f) Elaborate sales force staffing process.

(g) What are the different methods of determining sales force size.

(h) What are the qualities required for a good salesman ?

(i) What do you mean by Executive judgment method ?

(j) What is reverse marketing ?

(k) What is the difference between physical distribution and logistics ?

(l) Describe AIDA method under sales presentation.

(Continued)

2. Answer any *four* questions :　　　　　　　　　　　　　4×10

　(a) What is distribution channel ? Explain the types of distribution channel.　　　　　　　　　　　　3+7

　(b) Write short notes on :

　　(i) Channel conflicts ;

　　(ii) Role of Sales Manager.　　　　　　　　　5+5

　(c) Describe the different types of warehouses with suitable examples.

　(d) What is selling ? How is it different from marketing ? Explain buying decision process.　　　　　2+2+6

　(e) (i) Explain sales budget and give its example.

　　(ii) Discuss three main focus areas of logistics.　5+5

　(f) (i) Distinguish between vertical marketing system and horizontal marketing system.

　　(ii) State the importance of channel management.

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(g) Elaborate different types of retail format.

(h) (i) Explain the various channel level with example (with diagram).

    (ii) List down some of the major function of distribution channel. 5+5

[Internal Assessment : 20 Marks]

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