

MBA 3rd Semester Examination, 2022

SALES AND DISTRIBUTION MANAGEMENT

(Major Specialisation Groups)

Specialization : *Marketing*

PAPER – MBA-M-301/305

Full Marks : 100

Time : 3 hours

The figures in the right hand margin indicate marks

Candidates are required to give their answers in their own words as far as practicable

A. Answer any *eight* of the following : 5 × 8

1. What are the benefits of reverse logistics ?
2. What are the functions of distribution channel ? Discuss briefly.
3. What do you mean by zero level ? How is it differ from one level distribution channel ?

4. Differentiate between logistics and supply chain management.
5. What are the various criteria to evaluate major channel alternatives ?
6. What do you mean by marketing channel ? Explain with suitable examples.
7. Briefly describe the importance of sales management.
8. What are the functions of a sales manager ?
9. Discuss the benefits of designing sales territories.
10. How do sales and distribution functions complement each other ?
11. Briefly discuss about the various quantitative performance standards used by companies to measure and stimulate sales force performance.

12. Write about various internal sources of sales force recruitment for a company.

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

13. What is personal selling ? Discuss briefly various stages of personal selling with an example.

14. Write the importance of sales force motivation. Discuss the implications of A. H. Maslow Hierarchy of needs theory in sales management. 4 + 6

15. Illustrate the workload method of determining the size of sales force.

16. What do you mean by channel conflict ? Mention and discuss about the various causes of channel conflict. How this conflict can be resolved ? 3 + 3 + 4

17. What do you mean by logistics ? State the

objectives of logistics management.
Mention about the various components of
logistics.

3 + 3 + 4

18. Discuss in details about the integrated marketing channel in your own words.

[*Internal Assessment* – 20 Marks]
