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MBA/MBAP

Total Number of Pages :02

18MBA302A/18PMBAP501A

3<sup>rd</sup>, 5<sup>th</sup> Semester Regular / Back Examination 2019-20

SALES & DISTRIBUTION MANAGEMENT

BRANCH : BA, FM, GM, HRM, IB, MBA, MBA (A & M), MBA (M & F), MM, MBAP

Time : 3 Hours

Max Marks : 100

Q.CODE : OF243

Answer Question No.1(Part -1) which is compulsory, and EIGHT from Part-II and any TWO from Part - III

The figures in the right hand margin indicate marks

Part - I

Q.1. Only Short Answer type questions (Answer All - 10)

(2x10)

- Distinguish between Transactional Selling and Relational Selling.
- What do you mean by Vertical Marketing System?
- What do you mean by canned presentation?
- What do you mean by Hybrid Channel?
- Explain briefly about Reverse Logistics.
- What is intensive distribution? For which type of product it is applicable?
- Briefly explain about clover leaf routing plan.
- Distinguish between sales quota and sales potential.
- What is the difference between Logistics and Physical distribution?
- What do you mean by milk run concept?

Part - II

Q2. Focused short answer type questions (Answer any eight out of twelve).

(6x8)

- Why is sales career considered exciting, challenging and a route to the top position in an organization?
- How the buying situations of household consumers are different from those of business buyers?
- What is a sales budget? What are the purposes of the sales budget?
- "If you pay a sales person enough, you will have a well-motivated sales person". Comment on the statement.
- Describe the steps involved for evaluating and controlling sales force performance.
- Explain in detail the distribution objective for a FMCG Company.
- Briefly explain the functions of a retailer?
- What are the factors which are critical for the success of electronic channels?
- What are major functions of a warehouse? How is warehousing related to inventory decisions?
- What are various modes of transportation in distribution management?
- Briefly explain wedge shaped sales territory and how a sales person covers it.
- How does distribution of service differ from distribution of products? Explain with example.

Part - III

Only Long answer type questions (Answer any two out of four).

(16x2)

- Q3. a) "There is no magic formula to make a sale". Do you agree? Is there any standard process to make a sale? If yes, justify why a standard selling process is required. (8)  
b) Explain various steps involved in personal selling process with suitable examples. (8)
- Q4 a) Explain various non-statistical methods of demand forecasting? (8)  
b) What are sales quotas and why it is important for a Sales Manager to set quota for sale people? (8)
- Q5 a) What is a sales territory? Why is it necessary for companies to establish sales territories? (8)

- b) Describe the procedure for designing sales territories. (8)
- Q6 a) Explain the various channel levels with examples. (8)
- b) What are the types for channel conflict ? How can you resolve various types of channel conflict? (8)