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IMBA
16IMN802A

8th Semester Regular / Back Examination: 2021-22

SALES & DISTRIBUTION MANAGEMENT

BRANCH(S): IMBA

Time : 3 Hour

Max Marks : 100

Q.Code : J054

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

The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions : (2×10)

- Enumerate the duties of sales manager.
- What is the difference between a prospect and a customer?
- What are the key qualities of an effective salesperson?
- What is Inventory Management?
- What is meant by Extensive Distribution?
- Which factors are most critical in selecting distribution channel?
- What is Delphi method in Sales Forecasting?
- What is a Hybrid Channel?
- What is franchising?
- What is the role and function of a wholesaler?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6×8)

- Explain the process of personal selling.
- Discuss various types of sales organization.
- Explain the concept of supply chain management with reference to online marketing.
- Write Short notes on:
 - Channel Power
 - Modern marketing channel
- What are the different types of sales quota set by the firms to achieve sales goal.
- How an effective warehousing strategy can optimize inventory decisions?
- Explain the concept of Logistic Planning.
- What are the levels of distribution intensity undertaken by marketers in diverse markets?
- What are the challenges involved in distribution of services? Discuss
- What is Sales force Training. What are the different Sales training methods and their importance?
- How Vertical Marketing System is different from Horizontal Marketing System?
- What are Job Description and Job Specification from Sales force planning perspective?

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3 258 Discuss the nature and type of Channel Conflict? What are the methods to resolve channel conflict? Explain the measures used to solve chronic channel conflict? (16) 258
- Q4 What is 'sales budget'? How would you prepare a sales budget for launching a new brand of premium perfume in India? (16)
- Q5 What is a sales territory? Why is it necessary for companies to establish sales territories? Describe the procedure for designing sales territories. (16)
- Q6 258 Discuss the different sales forecasting methods? Explain the various qualitative and quantitative techniques of sales forecasting. (16) 258