

[Total No. of Questions - 10] [Total No. of Printed Pages - 2]
(2064)

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MBA 4th Semester Examination
Sales and Distribution Management (N.S.)

MK-06

Time : 3 Hours

Max. Marks : 60

The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.

Note : Attempt any five questions. Try to answer questions in their sequence. All questions carry equal marks.

1. Differentiate among Salesmanship, Personal Selling and Sales Management. Explain the objectives of sales management. (12)
2. Describe the qualities of successful sales persons and explain the role of sales manager in managing the sales force. (12)
3. Why analysis of marketing demand should be done continuously? Explain in brief the techniques of sales forecasting. (12)
4. Why determination of size of sales force is important? What methodologies are available to determine the size of sales force? Discuss. (12)
5. What is meant by selection? Explain the process of selecting sales force for an organization? (12)
6. "Sales contests are essential for motivating sales force." Comment on this statement and explain the methods for implementing sales contest. (12)

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7. Why distribution channels are needed? Discuss the different types of indirect channels. (12)
8. What implications do the policies and strategies related with distribution have on relationship with the distributors? Describe. (12)
9. Discuss the type of precautions taken at the time of selection and appointment of the distributors. (12)
10. Bring out the reasons of conflict between the manufacturer and the distributors. Discuss mechanism for their conflict resolution. (12)