

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

14931

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

MM-05

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 the questions in their sequence. All questions carry equal marks.

1. Examine the diversities in sales job. Explain the implications of these diversities in managing sales force. (12)
2. "Selection of the sales force is a continuous process in the organizations as the sales force turnover is much higher than the other employees of the organization." Comment on this statement and explain the selection process generally adopted by the organizations. (12)
3. "Proper compensation depends upon many factors and leads to lesser mobility of sales force." Comment on this statement and describe some prominent methods compensating sales force. (12)
4. What is sales contest? In what manner the sales contests motivate the salespersons? Explain. (12)
5. What are the different types of quota used by the sales organizations? Describe the different methods of setting up of sales volume quota. (12)
6. What is sales analysis and sales audit? How the sales analysis is done? Illustrate with suitable example. (12)

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7. What is channel planning? What are the different patterns in marketing channels? Explain. (12)
8. Describe in detail the different marketing channel policies adopted by the organizations. In what manner these policies help the organizations in handling channel conflict? Discuss. (12)
9. Explain the relationship between information systems and channel management. (12)
10. How the international marketing channels are designed? Explain the difficulty in managing them. (12)