

[Total No. of Questions - 10] [Total No. of Printed Pages - 2]
(2124)

1890

MBA 4th Semester Examination
Sales and Distribution Management (NS)

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. All questions carry equal marks.

SECTION - A

1. What is marketing mix? Explain the place and extent of sales management in marketing mix. (12)
2. "Selling is a well organized process." Comment on this statement and explain the methods of objection handling. (12)
3. How the market potential, sales potential and sales budget are related? Explain the method of preparation of sales budget. (12)
4. What steps are involved in setting sales organization? How the multi-product multi- channel sales organization can be designed for effective sales management? Discuss. (12)
5. What are the features of good sales force compensation plan? Evaluate the methods of sales force compensation. (12)
6. "Continuous evaluation of sales force is essential for getting the desired result." Comment on this statement and illustrate the method of sales analysis. (12)

[P.T.O.]

7. What is channel planning? What are the different patterns of marketing channel? Explain. (12)
 8. Discuss the functions of channel intermediaries. Explain the role of wholesaler as a channel intermediary. (12)
 9. "Training of distributor's sales team is essential for motivating the sales persons to push the product." Comment on this statement and bring out the methods of distributors' sales force training. (12)
 10. Discuss the forces of distribution systems in detail. (12)
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