

[Total No. of Questions - 20] [Total No. of Printed Pages - 2]  
(2125)

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**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 :** The question paper is divided into three sections. All sections are compulsory with internal choices.

**SECTION - A**

*Note:* All questions are compulsory. Each carries 2 marks.

1. Define Salesmanship.
2. What is Sales Potential?
3. Define Sales Quota.
4. What is Sales Force Management?
5. What are Sales Contests?
6. Define Distribution Channel.
7. Give Types of Channels.
8. Who are Primary Distributors?
9. Define Channel Management.
10. Define Channel Conflicts. (10×2=20)

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**SECTION - B**

*Note:* Attempt any four. Each carries 5 marks.

11. Discuss concept of Personal Selling.
12. Explain techniques of Sales Forecasting.
13. Explain meaning of organising the Sales Force. Discuss Designing the Structure and Size of Sales.
14. Explain the purpose of Leading and Motivating the Sales Force.
15. Discuss Importance of a Channel.
16. Discuss Forces of Distributing Systems. (4×5=20)

**SECTION - C**

*Note:* Attempt any two questions. Each carries 10 marks.

17. Discuss goals in Sales Management. Also explain qualities of a Successful Salesman.
18. Explain the need of Leading and Motivating the Sales Force.
19. Explain concept of Distribution Channel. Discuss distributors' Policies and Strategies.
20. Discuss distributors' Selection and Appointment. Also explain the purpose of Training the Distributors' Sales Team. (2×10=20)