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**243303**

**December, 2019**

**MBA (Reappear) - III SEMESTER**

**Sales and Distribution Management (MBA-MM-211)**

Time : 3 Hours]

[Max. Marks : 75

*Instructions :*

1. *It is compulsory to answer all the questions (1.5 marks each) of Part-A in short.*
2. *Answer any four questions from Part-B in detail.*
3. *Different sub-parts of a question are to be attempted adjacent to each other.*
4. *Write the short note on Part A.*

**PART - A**

1. (a) Sales Budget. (1.5)
- (b) Sales Force Planning. (1.5)
- (c) Sales Contest. (1.5)
- (d) Ethical Responsibilities of sales personnel. (1.5)
- (e) Sales Quota. (1.5)
- (f) Channel Format. (1.5)
- (g) Channel Power. (1.5)

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- (h) Electronic retailing. (1.5)
- (i) Supply Chain Management. (1.5)
- (j) Market logistics. (1.5)

### **PART - B**

- 2. What are the objectives of personnel selling? Also discuss the process of personnel selling. (15)
  
- 3. (a) Discuss the theories of selling. (7.5)  
(b) List out ways to compensate the sales force. (7.5)
  
- 4. How can be evaluate and control the performance of sales force? (15)
  
- 5. (a) Discuss the functions of wholesalers. (7.5)  
(b) How does the availability of internet impact international sales? (7.5)
  
- 6. What are the types and roles of retailers? How can be measure the performance of retailers? (15)
  
- 7. Identify the reasons why channel conflicts are evolved? Also discuss channel information system. (15)