

**YMCA UST- MAY 2018**

**MBA, 3rd SEMESTER**

**Sales and Distribution Management (MBA/M212 )**

Time: 3 Hours

Max. Marks : 60

- Note: 1. It is compulsory to answer all the questions of Part -1(2 marks each). Limit your answers within 20-40 word in this part.  
2. Answer any four questions from Part -2 in detail.  
3. Different parts of the same question are to be attempted adjacent to each other.

**PART -1**

Briefly explain the following

- Q1 (a) Types of retailers (2)  
(b) Supply chain management (2)  
(c) Risks in international sales and distribution (2)  
(d) Channel power (2)  
(e) Styles of channel conflict resolution (2)  
(f) 'AIDAS' theory of selling (2)  
(g) Vertical Marketing System (2)  
(h) Sales contests (2)  
(i) Ethical responsibilities of sales personnel (2)  
(j) Importance of non-financial incentives in motivating salespersons (2)

**PART -2**

- Q2 What are sales territories? What are the advantages of designing territories? (10)  
Explain any one method of designing the sales territory?
- Q3 (A) Explain qualitative and quantitative personal selling objectives. (5)  
(B) What is sales budget? (5)
- Q4 Explain the various steps in personal selling process. (10)
- Q5 (A) What are channel conflicts? Explain different types of channel conflicts. (5)  
(B) What are the characteristics of a good channel information system? (5)
- Q6 Explain the need and various types of Wholesalers? Also explain how wholesaling (10)  
is different from retailing.
- Q7 Write short note on (5x)  
(A) Salesforce motivation 2=1  
(B) Sales Quotas 0

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