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Total Pages : 2

**243303**

May, 2019

**MBA - 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.*

**PART-A**

1. Briefly explain the following :
  - (a) Channel power. (1.5)
  - (b) Electronic retailing. (1.5)
  - (c) Channel policies. (1.5)
  - (d) Objectives of sales management. (1.5)
  - (e) straight commission plan. (1.5)
  - (f) Sales contests. (1.5)
  - (g) Vertical marketing system. (1.5)
  - (h) Sales force motivation. (1.5)
  - (i) Sales budget. (1.5)
  - (j) Sales territories. (1.5)

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**PART-B**

2. (a) What are sales quotas? What problems will salespersons and their managers' face when the quotas are improper? (7.5)
- (b) Explain ethical responsibilities of sales personnel. (7.5)
3. Explain the various steps in personal selling process. (15)
4. What are channel conflicts? Explain various styles of channel conflict resolution used by experts. (15)
5. (a) What are the characteristics of a good channel information system (CIS)? (7.5)
- (b) Explain the procedure for evaluating and controlling sales force performance. (7.5)
6. Define retailing. How retailing is different from wholesaling? Explain the various functions performed by retailers. Also explain the different types of retailers. (15)
7. Write short notes on :
- (a) Staffing the sales force. (7.5)
- (b) Marketing channels. (7.5)