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**704307**

**December 2022**

**MBA (Executive) - III SEMESTER**

**Sales and Distribution Management (MBA(E)/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) Personal selling objectives. (1.5)
- (b) Intensive distribution. (1.5)
- (c) Sales force motivation tools. (1.5)
- (d) Supply chain management. (1.5)
- (e) Channel management. (1.5)
- (f) Purpose of performance evaluation of salespeople. (1.5)

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- (g) Staffing the sales force. (1.5)
- (h) Sales territories. (1.5)
- (i) Channel conflict. (1.5)
- (j) Ethical responsibilities of sales personnel. (1.5)

**PART-B**

2. (a) American Marketing Association's definition of sales management is nearly same as "the management of salesforce". It is said that this definition is not in line with the broader responsibilities of modern sales managers. Do you agree with this view? Explain with reasons. (7.5)
  - (b) In what manner the 'approach step' is different from the 'preapproach step' in personal selling process? Also mention the methods used for handling and overcoming sales objections. (7.5)
3. What are different types of Quotas and why it is important for a sales manager to set Quotas for salespeople? (15)
  4. What are the functions of a retailer? How these functions performed by retailer fit into the marketing mix? Discuss how wholesaling is different from retailing. (15)

5. (a) Discuss the various entry strategies available for any company while opting for international sales and distribution. (7.5)
  - (b) What is channel power? What are the various types of power used in channel? (7.5)
6. (a) What can be the possible expectations of a salesperson from a compensation plan? Discuss the various steps in designing a new compensation plan or revising an existing plan. (7.5)
  - (b) Discuss how electronic retailing has proved to be a win-win situation for e-retailers and customers. Also discuss certain drawbacks of electronic retailing. (7.5)
7. Write short note on :
    - (a) Channel information system. (7.5)
    - (b) 'AIDAS' and 'Buying formula' theories of selling. (7.5)
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