

Roll No. ....

Total Pages : 3

**701305**

**December 2022**

**MBA – III SEMESTER**

**Sales and Distribution Management (MS-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 information system. (1.5)
- (b) Channel performance evaluation. (1.5)
- (c) Wholesalling. (1.5)
- (d) Sales quotas (1.5)
- (e) 'AIDAS' theory of selling. (1.5)
- (f) Sales budget (1.5)

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- (g) Time and place utility in context of distribution channels. (1.5)
- (h) Objectives of sales management. (1.5)
- (i) Channel policies. (1.5)
- (j) Recruitment and selection of sales force. (1.5)

**PART-B**

- 2. Discuss the various steps in personal selling process. Also highlight the usefulness of personal selling in selling medical equipments to hospitals. (15)
  
- 3. (a) What are sales contests? Discuss their significance. (7.5)
  
- (b) What are sales territories? What are the advantages of designing territories? On what basis, should a sales manager assign territories to sales people? (7.5)
  
- 4. What do you mean by marketing channel systems? Differentiate between vertical, horizontal and multi channel marketing system with suitable examples. (15)
  
- 5. (a) Discuss the importance of logistics and supply chain in distribution management. (7.5)
  
- (b) What are the various reasons behind channel conflicts? How channel conflicts can be resolved? (7.5)

- (a) Discuss the advantages and disadvantages of straight salary (only salary) and straight commission (only commission) sales force compensation plan. (7.5)
  
- (b) What are the risks in international sales and distribution? How organizations can reduce these risks? (7.5)

7. Write short note on :

- (a) Sales forecasting. (7.5)
  
  - (b) Retailing and types of retailers. (7.5)
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