



Printed Pages : 2

MBA – MK – 3

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 7038

Roll No.

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M.B.A.

(SEM. IV) EXAMINATION, 2008-09

SALES AND DISTRIBUTION MANAGEMENT

Time : 3 Hours]

[Total Marks : 100

- Note :**
- (1) Attempt **all** questions.
 - (2) All questions carry equal marks.

1 Write short notes on any **four** of the following : **5×4=20**

- (a) Role of Sales Manager
- (b) Process of personal selling
- (c) Difference between marketing and selling
- (d) Selling and buying styles
- (e) Role of Personal selling
- (f) Salesmanship.

2 (a) Define Sales forecasting and discuss its objectives and importance. **10**

(b) "The sales budget is the pivot of budgetary control". Discuss the statement and the method of its preparation. **10**

OR

(a) What do you understand by sales territories? **10**
Explain the advantage of allocation of territories.



(b) What is sales budget? Discuss the principle factors that must be taken into an account while preparing a sales budget. 10

- 3 (a) How motivation, evaluation, and compensation are related to each other? Briefly discuss the alternative models of sales force compensation. 10
- (b) What are major activities involved in planning sales personnels needs of an organization? 10

OR

- (a) Discuss the process of developing a sales organization. Which factors affect the size of the sales organization? 10
- (b) How can training needs of sales persons be identified? How do the learning styles of sales persons affects the design of the sales training programme? 10

- 4 (a) Do you think that channel participation also have power? If yes, then how do the retailers power differ from that of the wholesaler? 10
- (b) Discuss the factors considered while deciding the distribution channel for an organization. 10

OR

- (a) How 'sales and distribution' functions are complementary to each other? Discuss with suitable example. 10
- (b) Differentiate between primary and specialized distribution.

- 5 Write notes on any **two** of the following: 10×2=20
- (a) Reasons for channel conflicts.
- (b) Selection of distributors
- (c) Functions performed by channel members.

