

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

PAPER ID : 270481

Roll No.

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MBA

(SEM. IV) THEORY EXAMINATION 2013-14 SALES AND DISTRIBUTION MANAGEMENT

Time : 3 Hours

Total Marks : 100

Note :— Attempt questions from each Section as indicated.

SECTION-A

1. Answer all ten parts of this question in 50-75 words. All parts carry equal marks : (2×10=20)

- (a) What is a Sales Budget ?
- (b) Describe the multiple factor index.
- (c) Define Sales Forecast.
- (d) What is Warehousing ?
- (e) Define Logistics.
- (f) What are the common mistakes in sales training program ?
- (g) What is a Sales Quota ?
- (h) Describe ROI.
- (i) Mention the tools in the selection process of sales people.
- (j) What is Inventory Management ?

SECTION-B

2. Answer any **three** parts of the following questions in 100-200 words each : **(10×3=30)**

- (a) What is the role of sales manager in an organisation ? What are the essential skills required in a successful sales manager ?
- (b) What are the various sales forecasting techniques ? Describe the test marketing methods.
- (c) Describe the prominent channel systems with examples.
- (d) Discuss the parameters used to evaluate channel alternatives.
- (e) Discuss the various modes of transportation that are available for a company.

SECTION-C

Note :-Answer the following questions in 300-500 words :

(5×10=50)

3. Describe the personal selling process and discuss the various prospecting methods.

OR

Describe the reasons for setting up of sales territories. Discuss the procedure for designing sales territories.

4. What are the typical training needs for the salespeople ? Describe the sales training process.

OR

What are the steps in designing an effective sales compensation plan ? Describe the three types of compensation plans.

5. What are the major retail formats in India ? What are their characteristics ?

OR

There is a strong argument in favour of wholesalers that they help in filling up of all gaps in distribution of essential products. Do you agree ? How do the wholesalers do this ?

6. What are the different methods adopted by companies to motivate their channel partners ? Describe them.

OR

Describe the various methods used to resolve conflicts.

7. What are the components of a logistics plan ? How are a logistics plan and a marketing plan related ?

OR

What are the major functions of a wholesaler ? Describe the factors to be considered for locating a distributor warehouse.