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MBA
(SEM III) THEORY EXAMINATION 2017-18
SALES & DISTRIBUTION MANAGEMENT

*Time: 3 Hours**Total Marks: 70***Note:** 1. Attempt all Sections. If require any missing data; then choose suitably.**SECTION - A****1. Attempt all questions in brief. 2 x 7 = 14**

- a. Define Sales Management.
- b. What is Personal Selling?
- c. Differentiate between Recruitment and selection of sales force?
- d. Differentiate between Training & Development of a sales force.
- e. Explain the concept of Sales contest.
- f. Explain the concept of forward and reverse logistics.
- g. What is franchising?

SECTION - B**2. Attempt any three of the following: 7 x 3 = 21**

- a) Write a note on the role played by a sales manager in any organization?
- b) Explain various recruiting sources of sales representatives?
- c) Explain various methods of sales force training?
- d) Explain functions and flows in distribution channels?
- e) What is channel conflict? Explain different types of channel conflict?

SECTION - C**3. Attempt any one part of the following: 7 x 1 = 7**

- a) Explain the process of personal selling?
- b) Explain sales management process?

4. Attempt any one part of the following: 7 x 1 = 7

- a) Briefly explain the process of leading and motivating the sales force.
- b) Discuss various types of sales organization.

5. Attempt any one part of the following: 7 x 1 = 7

- a. Explain the process of designing a sales territory.
- b. Elaborate the steps involved in preparing a sales budget.

6. Attempt any one part of the following: 7 x 1 = 7

- a) "Distribution is very crucial while deciding marketing strategy" Comment.
- b) Explain different channel structures in detail.

7. Attempt any one part of the following: 7 x 1 = 7

- a) Briefly explain the steps involved in training the distributors sales team?
- b) Explain important factors which influence channel choice?