

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

PAPER ID : 7152

Roll No.

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M.B.A.

**(SEM. IV) THEORY EXAMINATION 2010-11
SALES & DISTRIBUTION MANAGEMENT**

Time : 3 Hours

Total Marks : 100

Note : Attempt all questions.

1. Attempt any **four** parts of the following : **(5×4=20)**
 - (a) Discuss the role of sales managers.
 - (b) What are the qualities of a successful salesman ?
 - (c) Explain the different techniques of sales forecasting.
 - (d) How do sales managers organize the sales field force ?
 - (e) What is motivation ? And how sales managers motivate the sales force ?
 - (f) Discuss the role of Primary Distributors.

2. Attempt any **two** parts of the following : **(10×2=20)**
 - (a) Explain the concept of personal selling. How personal selling differs from advertising ?
 - (b) "Sales forecasting is an effective tool to achieve organizational objectives". Highlight the importance of the above statement.

(c) What do you mean by Sales Budget ? Discuss the importance of Sales budget in the organization.

3. Attempt any two parts of the following : (10×2=20)

(a) Explain the methods of designing sales territories. Highlight the importance of sales territories.

(b) Describe the techniques used by an organization for selecting its sales force.

(c) Describe the methods of Sales training programme and also explain the different types of compensation plans used by organizations.

4. Attempt any two parts of the following : (10×2=20)

(a) Critically examine the role of sales and distribution network in framing the destiny of an organization.

(b) What are the different channels of the distribution of goods ? And how a manufacturer will select any one of them ?

(c) What do you mean by Channel design ? Explain the various distribution policies and strategies.

5. Attempt any two parts of the following : (10×2=20)

(a) "Distribution management is a vital aspect for capturing the market". Justify the statement.

(b) Why manufacturers are intermediaries ? Discuss the role of intermediaries in distribution channel.

(c) What do you mean by channel conflict ? How can they be resolved ?