

(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.**

**(SEMESTER-IV) THEORY EXAMINATION 2012-13**

**SALES & DISTRIBUTION MANAGEMENT**

*Time : 3 Hours ]*

*[ Total Marks : 100*

**Section – A**

1. Answer all ten questions in 50-75 words. All questions carry equal marks.  $10 \times 2 = 20$
- (a) What is Sales Budget ?
  - (b) What is POP ?
  - (c) What is Superstore ?
  - (d) What is Territory ?
  - (e) What is Sales Quota ?
  - (f) What is Multi Brand Outlet ?
  - (g) What is Multichannel marketing system ?
  - (h) What are combination stores ?
  - (i) Who are rack jobbers ?
  - (j) What do you mean by Straight Salary Compensation Plan ?

**Section – B**

2. Answer any three of the following questions in not more than 200 words :  $3 \times 10 = 30$
- (a) "Sales is the only function generating revenue, rest all incur cost." Explain.
  - (b) What are different techniques of Sales forecasting ?
  - (c) Explain the steps involved in design of distribution channel.
  - (d) What are the types of control of distribution channel ?
  - (e) What special care is requirement in recruitment of sales personnel ?



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