

2010

MASTER OF BUSINESS ADMINISTRATION

[Third Semester Examination]

(Sales and Distribution Management)

[Specialisation : Marketing Management]

PAPER—M 304

Full Marks : 100

Time : 3 hours

The figures in the right-hand margin indicate marks

Candidates are required to give their answers in their own words as far as practicable

Illustrate the answers wherever necessary

**Write the answers to questions of each Half
in separate books**

(Turn Over)

FIRST HALF

[Marks : 50]

1. Answer any *four* questions of the following : 5>
 - (a) Discuss the changes that have taken place in the field of Sales Management.
 - (b) What are the different types of Sales Budgets ?
 - (c) Briefly discuss any six factors for designing of sales organization.
 - (d) What are the components of Marketing Audit ?
 - (e) Differentiate between Routine and Scheduling.
 - (f) What are the responsibilities of a Sales Executive ?

2. Answer any *two* questions of the following : 10:
 - (a) Discuss the steps involved in Personal Selling Process.
 - (b) What are the criteria for effective forecasting ?

- (c) Discuss the various types of Leadership styles of a Sales Manager.

[*Internal Assessment* : 10 Marks]

SECOND HALF

[*Marks* : 50]

3. Answer any *four* questions of the following : 5 × 4

- (a) Write short note on VMS.
- (b) What are the levels in Distribution channel?
- (c) Differentiate between Activity Based Costing and Traditional Costing.
- (d) What do you understand by channel conflict?
- (e) How can channel conflict be resolved?
- (f) Discuss briefly the methods of assessing channel performance.

(4)

4. Answer any *two* questions of the following : 10x:

(a) Give a focus on the different modes of transport in India.

(b) What are the different types of channel functions?

(c) What is the future of Retailing in India?

[*Internal Assessment* : 10 Marks]
