

2016

MBA

3rd Semester Examination

SALES AND DISTRIBUTION MANAGEMENT

(Specialisation : Marketing Management)

PAPER—M-301

Full Marks : 100

Time : 3 Hours

The figures in the margin indicate full marks.

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

Illustrate the answers wherever necessary.

1. Answer any *eight* of the following : 8×5
- (a) Describe AIDA method under sales presentation. Discuss the guideline for developing effective presentation.
 - (b) Describe different types of closing techniques in sales process.

(Turn Over)

- (c) What do you understand by personal selling strategies ?
How is the size of sales force determined ?
- (d) Explain the factors that influence sales forecast.
- (e) Describe briefly the common type of Quotas set by company for sales person.
- (f) What do you understand by channel management ? State the importance of channel management.
- (g) Elaborate sales force staffing process.
- (h) What are the different methods of determining sales force size ?
- (i) Explain sales budget and give its example.
- (j) Salesmanship is persuasive communication between a seller and a buyer — explain.
- (k) Define Logistics. Discuss three main focus areas of Logistics.
- (l) Distinguish between vertical marketing system and horizontal marketing system.

2. Answer any *four* of the following : 4×10
- (a) What is selling? How is it different from marketing?
Explain buying decision process. 2+2+6
- (b) Why is it necessary for companies to establish sales territories? How should a sales manager assign sales territories to sales people? 5+5
- (c) What is distribution channel? Explain the types of distribution channel. 3+7
- (d) Describe the different types of warehouses with suitable examples.
- (e) "Customer service is the output of logistic and supply chain management and it is key interface between marketing functions and logistic function" — Discuss.
- (f) Write short notes on any *two* :
- (i) Channel conflicts ;
- (ii) Role of Sales Manager ;
- (iii) AIDAS theory of selling. 5+5

[Internal Assessment : 20]

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