

2018

MBA

3rd Semester Examination

SALES AND DISTRIBUTION MANAGEMENT

(Specialisation : Marketing Management)

PAPER—M-301/305

Full Marks : 100

Time : 3 Hours

The figures in the right-hand margin indicate full marks.

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

Illustrate the answers wherever necessary.

Answer All Questions.

1. Answer any *eight* questions : 8×5
- (a) What is personal selling ? What are the different types of selling situations ? 5

(Turn Over)

- (b) What is the difference between a prospect, suspect and sales lead ? How the probable prospects are qualified ? 5
- (c) Define prospecting. Why it is important for a sales person. 5
- (d) What is selling ? How is it different from marketing ? What are the qualities required for a good salesman ?
1+2+2
- (e) Describe two of the following methods. 2½+2½
- (i) percentage of sales method
 - (ii) Executive judgment method
 - (iii) Objective and task method.
- (f) Describe briefly the common type of Quotas set by company for sales persons ? 5
- (g) What major factors should organizations consider when designing sales Territories ? 5
- (h) What are the characteristics of a good salesman ?
- (i) Why do firms establish Sales territories ? 5

- (j) Distinguish between salesmanship and personal selling ? 5
- (k) What are the various external and internal sources of recruiting salesman ? 5
- (l) What are the relative advantages and disadvantages of various transportation method used for distributing physical goods ? 5
2. Answer any four questions : 4×10
- (a) Why do sales people require training ? What are the methods used in sales training programs ? "On-the-job training is one of the most important training"— Explain why. 3+7
- (b) What are the major functions of a warehouse ? How is warehouse related to inventory decisions ? 3+7
- (c) (i) Discuss the guidelines for developing effective presentation.
- (ii) What are the closing techniques ? 6+4
- (d) (i) Explain various channel levels with example (with diagram).
- (ii) List down some of the major function of distribution channel. 6+4

- (e) What is Sales forecasting ? Discuss any three qualitative methods of Sales forecasting and state their merits and demerits. 2+8
- (f) What is meant by "Reverse Logistics" ? State importance of inventory warehouse management and transportation in logistics management. 2+8

[Internal Assessment : 20 Marks]
