

**2008**

**MASTER OF BUSINESS ADMINISTRATION**

**[ Third Semester ]**

*(Specialisation : Marketing Management [Major] and  
Financial Management [Minor])*

*(Sales and Distribution Management)*

**PAPER—M-304 & F-308**

*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 whenever necessary*

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

**FIRST HALF**

[ Marks : 50 ]

1. Answer any *four* questions: 5 × 4

- (a) Discuss the changing role of personal selling.
- (b) What is the basic objective behind 'sales territorialisation'?
- (c) What do you mean by MDSS?
- (d) Discuss the concept of 'buyer-seller dyad' in sales management.
- (e) What do you mean by ACMEE?
- (f) What are the aims of Sales Audit?

2. Answer any *two* questions: 10 × 2

- (a) Briefly describe the personal selling process. How would the sales presentation differ in the following cases:

(i) Selling a Life Insurance Policy of AVIVA.

- (ii) Presenting a New Drug to physicians. 5 + 5
- (b) (i) What is sales forecasting? What are the steps in sales forecasting?
- (ii) Describe statistical methods with examples of sales forecasting. 2 + 3 + 5
- (c) What are the steps involved in designing an effective motivation programme for sales people? 10

[ *Internal Assessment* : 10 Marks ]

## SECOND HALF

[ *Marks* : 50 ]

3. Answer any *four* questions: 5 × 4

- (a) What are the objectives of Retailers in Sales Promotion?
- (b) What are the steps in developing a channel information system?

- (c) Draw and discuss a Customer-Oriented Channel?
- (d) Discuss the Ford Harris's theory of Total Cost in order Quantity Decisions?
- (e) What do we mean by channel conflict? Also state, four stages of channel conflict.
- (f) Discuss the Law of Reilly's of the Retail Gravitation?

4. Answer any *two* questions: 10×2

- (a) Discuss the role of distribution channels in India in the new economy.
- (b) Is it necessary for a company to progress from an Indirect Exporter by stages to a wholly owned Subsidiary?
- (c) Discuss the functional areas of logistics.

[ *Internal Assessment* : 10 Marks ]