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MBA/IIIS/M-304/13

2013

**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**

**FIRST HALF**

**[ Marks : 50 ]**

*( Turn Over )*

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

(a) Describe the four steps of sales introduced by 'the father of modern Sales Management – J.H. Patterson' in the year 1887.

(b) What problems does a sales manager face while fixing sales quota ?

(c) Explain with example various approaches of sales forecasting.

(d) What advantages does a sales territory have for a firm, the sales people, and the customers ?

(e) Discuss the essentials of a sound plan of compensation to sales force.

(f) What is social marketing ?

2. Answer any *two* of the following : 10 × 2

(a) The selection of an appropriate training method is a very vital process for a sales forces – Discuss with suitable example.

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- (b) What are the different types of salespersons ?  
Discuss the principal duties of a Sales Manager ?
- (c) Write short notes on :
- (i) Sales territory
  - (ii) Time Management in Sales.

[ *Internal Assessment* : 10 Marks ]

SECOND HALF

[ *Marks* : 50 ]

3. Answer any *four* of the following : 5 × 4
- (a) What is 'Just-In-Time Inventory Approach' in finding out the optimum level of inventory ?
  - (b) Discuss distribution channel structure of an organisation ?
  - (c) What are the different mode of entry decisions under international marketing channels ?

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- (d) What are the factors which affect transportation cost ?
- (e) What do you mean by channel relationship ?
- (f) What are the reasons responsible for the existence of inventories in a distribution channel ?

4. Answer any *two* of the following : 10 × 2

- (a) What is logistic planning ? Discuss the triangle of logistic decision making ?
- (b) How does an international distribution context differ from the distribution situation in a domestic context ?
- (c) What is the role of distribution channel in the development of an organization ?

[ *Internal Assessment* : 10 Marks ]