

NEW

2015

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* questions of the following : 5×8

- (a) Discuss the factors responsible for interdependence of sales and distribution.
- (b) Explain the various functions performed by distribution channels.

(Turn Over)

- (c) What do you mean by supply chain management?
Describe its benefits.
- (d) Explain the importance of sales force training.
- (e) Explain the situations conducive for personal selling.
- (f) Write short notes on :
- (i) Reverse Logistics,
 - (ii) Budget Quotas. $2\frac{1}{2} \times 2$
- (g) Distinguish between vertical marketing system and horizontal marketing system.
- (h) How is e-commerce changing channel mix?
- (i) State the significance of logistics in marketing management.
- (j) State the objectives of personal selling.
- (k) State the designs of sales territories.
- (l) After sales-service is an important aspect of selling —
Justify.

2. Answer any four of the following : 10×4

- (a) Discuss different presentation techniques in selling.
- (b) What is channel conflict ? Identify the causes of channel conflict and mention remedies for them. 2+4+4
- (c) What are the parameters that can be used to monitor salesforce ? What are the sales performance tools you would suggest and why ? 5+5
- (d) Describes the services rendered by wholesalers and retailers to different sections of society. 5+5
- (e) (i) "Warehousing is becoming an essential service for the industries." Comment.
- (ii) Discuss cross-docking method with examples. 5+5
- (f) Elaborately state the role of physical distribution.

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- (g) (i) "What is 'Distribution Requirement Planning (DRP)' system ? State the characteristics of DRP system.
- (ii) Explain the major marketing and logistics benefits of DRP. 4+6

[Internal Assessment : 20]
