

**OLD**

**2015**

**MBA 3rd Semester Examination**

**SALES AND DISTRIBUTION MANAGEMENT**

**(Specialisation : Marketing Management)**

**PAPER—M-304**

*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.*

**Write the answers to Questions of each Half in separate books.**

**( First Half )**

**[Marks : 50]**

**1. Answer any four questions : 5×4**

- (a) What are the typical differences between 'Sales' and 'Marketing'? How do you integrate Sales Management with Marketing Management?

*(Turn Over)*

- (b) State the various methods of sales budgeting.
- (c) What are the typical roles of a modern sales manager ?  
What skills does an effective sales person need ?
- (d) What are the appropriate phases / steps that a sales person should typically follow in order to effectively close a sale ?
- (e) Explain 'Sales forecasting'. Discuss the various forecasting techniques that you can use.
- (f) Explain 'workload method' of determining the optimal sales force size for any company.
2. Answer any *two* questions : 10×2
- (a) Discuss the various sales organization structures with their specific advantages and disadvantages. 10
- (b) What is implied by 'sales quota'? Explain the various types of sales quotas.. 10
- (c) Explain sales evaluation by —
- (i) MBO
- (ii) BARS. 10

**[ Internal Assessment : 10 ]**

( *Second Half* )

[Marks : 50]

3. Answer any *four* questions : 5×4

- (a) Make critical comparison between 'Logistics' and 'Supply Chain Management'.
- (b) What are the various factors involved in the recruitment of a distributor for any company ?
- (c) What do you mean by 'warehouse'? Why do you think warehousing is essential in distribution ?
- (d) Explain 'Vertical Marketing System' and 'Multi-channel marketing system'.
- (e) What do you mean by 'Logistics'? Discuss the key logistic activities.
- (f) What is channel conflict ? How would you manage such a conflict ?

4. Answer any *two* questions : 10×2

- (a) What are the various channel performance measures that are used popularly ? Explain the process of calculating the channel performance measures. 10

- (b) What is the future of retailing in India ? Mention the different types of retailers. Distinguish between retail chain and retail franchising. 10
- (c) Mention the various types of distribution channel and their characteristics. What types of distribution channel/s would you recommend for the following products ?
- Industrial conveyor belts.
  - Liquid hand wash.
  - Locally manufactured soft drink for rural areas.
  - Higher priced ladies hand bags.

**[ Internal Assessment : 10 ]**

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