

MBA 3rd Semester Examination, 2019

MBA

(Sales and Distribution Management)

PAPER – MBA-301/305(M)

Full Marks : 80

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

GROUP – A

Answer any eight questions : 2 × 8

- 1. What is personal selling ? What are the different types of selling situations ? 1 + 1**
- 2. Define prospecting. Why it is importance for a sales person? 1 + 1**

(Turn Over)

3. What are the qualities required for a good salesman ? 2
4. Describe briefly the common type of Quotas set by company for sales persons ? 2
5. What do you understand by the term 'distribution' ? 2
6. Define 'Reach' and 'Availability' of a product. 2
7. What major factors should organisations consider when designing sales Territories ? 2
8. What is difference between physical distribution and logistics ? 2
9. Name two factors to be considered for designing sales territories for consumer goods product. 2
10. What is the role of efficient material handling process in ensuring flow of materials across channels. 2
11. Discuss three main focus areas of Logistics. 2

12. Explain Percentage of sales method. 2

GROUP – B

Answer any **eight** questions : 4 × 8

13. What are the major functions of a warehouse ?
How is warehouse related to inventory decisions ?
2 + 2
14. Elaborate the selection process of sales force
in details. 4
15. Explain various channel levels with example (with
diagram) ? 4
16. List down some of the major function of
distribution channel ? 4
17. Explain the process of 'Reverse Logistics' with
suitable examples. 4
18. Explain the concept of 'trial close' in selling
process and its importance in determining
buying intention of prospects. 4

19. What are the factors to be considered before identifying the training needs of salespeople. 4
20. How is the 'after sales service' related with sales ? Explain with suitable example. 4
21. Write a short note on AIDA method under sales presentation ? 4
22. Describe the following methods : 2 + 2
(a) Executive judgement method
(b) Objective and task method.
23. What are the different methods of determining sales force size ? 4
24. Explain Vertical Marketing System (VMS) with example. 4

GROUP – C

Answer any **four** questions : 8 × 4

25. 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 ? 4 + 4

26. Write a short note on Types of retail format. 8

27. Write short notes on : 4 × 2

(i) Methods of sales forecasting

(ii) Demonstration in selling process.

28. With help of a Schematic diagram explain the
multistage model of 'the selling process.'
According to you which stage is most important
in this model to achieve result ? 6 + 2

29. Write short notes on (any two) : 4 + 4

(i) Role of supply-chain management in
distribution delivery

(ii) Methods of prospecting

(iii) Warehouse decisions in distribution
management.

30. (a) Discuss the guideline for developing effective presentation.

(b) What are the closing techniques ? 4 + 4
