

MBA 3rd Semester Examination, 2023

MBA

(Sales and Distribution Management)

PAPER — MBA-307A (New)

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

GROUP — A

Answer any **eight** questions : 5 × 8

1. Define sales management. State its features. 2 + 3
2. Mention the importance of personnel selling.

3. State the significance of “follow-up” in personal selling.
4. What are sales territories ? What are the various bases of designing sales territories ? 2 + 3
5. Discuss any two methods of sales force training.
6. What is sales forecasting ? Discuss any one method of sales forecasting. 2 + 3
7. Discuss the concept and benefit of zero level distribution channel.
8. Give a brief description on the factors to be considered while selecting the distributors for international market.
9. Discuss the concept of non-store retailing.
10. Explain the concept of Return on Investment in context of a FMCG distributors.

11. Discuss the need of evaluating the channel performance.
12. Mention the distribution channel of producing industrial products.

GROUP – B

Answer any **four** questions : 10 × 4

13. Discuss the various methods of determining sales quota.
14. Narrate the various methods of selling with suitable examples.
15. Explain the various merits and demerits of internal and external sources of sales force recruitment.
16. Discuss the significance of Motivation Hygiene Theory in sales force motivation.

17. Define logistics and supply chain management. Give a brief description of various logistic activities. What is reverse logistics ? 4 + 4 + 2
18. Discuss the key elements of a channel information system.
-