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PG/IIIS/MBA/(301/305)/24
(Old)

MBA 3rd Semester Examination, 2024

MBA

(Sales and Distribution Management)

PAPER – MBA-301/305(Old)

Full Marks : 100

Time : 3 hours

Answer all questions

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. Write five important features of sales management.**

(Turn Over)

2. Write the essential qualities of a salesperson.
3. What are the factors to be considered while designing a sales territory ?
4. What are the advantages of personal selling ?
What is follow-up in context of personal selling ? 2 + 3
5. Describe the importance of distribution management.
6. What is a zero-level distribution channel ?
Write its limitations.
7. What are the elements of an integrated marketing channel ?
8. Describe any two quantitative performance standards used by companies to measure and stimulate sales force performance.

9. Describe the role of wholesalers and retailers in physical distribution.
10. Explain the key factors that influence the choice of distribution channels in international markets.
11. Write a note on managing channel conflict.
12. What is logistics ? Mention the key logistics activities. 2 + 3

GROUP – B

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

13. (i) Sales and distribution functions are interdependent–opine.
- (ii) Describe the concept of sales quota with suitable example. 5 + 5
14. Discuss the various methods of sales force training.

15. Illustrate in detail the key elements of a channel information system.
16. Write notes on any *two* of the following :
- (i) Factors influencing size of sales force
 - (ii) Distribution channel of FMCG companies
 - (iii) Importance of order processing in supply chain management.
17. Discuss the A.H. Maslow theory of motivation highlighting its implications in sales management.
18. Discuss the concept of supply chain management along with its importance in improving business performance.

[Internal Assessment — 20 Marks]
