

Roll No.

MS–508/MM–2208

Sales and Distribution Management

(विक्रय तथा वितरण प्रबन्ध)

Master of Business Administration/P.G. Diploma

in Marketing Management (MBA-

10/12/13/16/17/PGDMM-10/16/17)

Fourth/Second Semester, Examination, 2018

Time : 3 Hours

Max. Marks : 80

Note : This paper is of **eighty (80)** marks containing **three (03)** Sections A, B and C. Learner are required to attempt the questions contained in these Sections according to the detailed instructions given therein.

Section–A

(Long Answer Type Questions)

Note : Section ‘A’ contains four (04) long answer type questions of nineteen (19) marks each. Learners are required to answer *two* (02) questions only.

1. What are the various techniques of motivating the sales force ?

(B-55) P. T. O.

2. Explain different steps of personal selling.
3. Design a sales training programme for two newly recruited salesmen of the consumer products division of a company.
4. How do you prepare job description for sales representatives in an industrial organization ?

Section-B

(Short Answer Type Questions)

Note : Section 'B' contains eight (08) short answer type questions of eight (08) marks each. Learners are required to answer *four* (04) questions only.

1. What is the importance of personal selling ?
2. What is the role of sales manager ?
3. What are main sources of recruitment ?
4. What is self improvement ?
5. What are the various methods of personality development ?
6. What are the various models of compensating the sales force ?
7. What do you mean by motivation at social needs level ?

8. What do you mean by sales contest ?

Section-C

(Objective Type Questions)

Note : Section 'C' contains ten (10) objective type questions of one (1) mark each. All the questions of this Section are compulsory.

Indicate whether the following statements are True *or* False :

1. A channel's length is also called as horizontal dimension.
2. Market forecasts are available from sources like government.
3. Personal selling consists of the two-way flow of transmission involving a customer and vendor, frequently in a face-to-face experience, made to affect a person's or may be group's purchase choice.
4. Selling is not done by the sales power either directly to customers, such as in case of industrial salesmen or to retailers, as in case of salesmen simply supplying shopkeepers and inducing them to stock the goods.
5. The presentation is the main body of the sales call and should occur after the salesperson has predetermined the needs of the customer.

6. Sellers in the program will get proven tools for analyzing competitive account positions and field tested frameworks for handling difficult competitive situations.
7. Marketing management in consultation with sales management determines person selling's exact role in the promotional program.
8. Consumers determine channel structure by purchasing combinations service outputs.
9. Destructive channel conflict can have serious consequences on channel efficiency, channel effectiveness and channel partners' and principals' profits.
10. Selling agent-market either all specified line or manufacturer entire output. Perform every wholesaling activity except taking title at the product.