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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**

**4<sup>th</sup>/2<sup>nd</sup> Semester**

**Examination-2019**

*Time : 3 Hours*

*[Maximum Marks : 80*

**Note :** This paper is of Eighty (80) marks divided into two (02) Sections A and B. Attempt the questions contained in these sections according to the detailed instructions given therein.

**Section–A**

**(Long Answer Type Questions)**

**Note :** Section 'A' contains Five (05) long-answer-type questions of Fifteen (15) marks each. Learners

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are required to answer any three (03) questions only. **(3×15=45)**

1. What is sales management? Explain different methods of sales forecasting and its role in sales management.
2. What do you understand from sales quotas? Explain different types of sales quotas with suitable examples.
3. Explain different stages of sales force selection.
4. What are the different factors considered while selecting channels of distribution? How does the right channel of distribution is selected?
5. What is channel profitability? Explain the steps involved in channel profitability analysis.

### **Section–B**

#### **(Short-Answer-Type Questions)**

**Note :** Section ‘B’ contains Eight (08) short-answer-type questions of Seven (07) marks each. Learners are required to answer any Five (05) questions only. **(5×7=35)**

1. What do you understand from sales territories?
2. Explain the process of sales management.

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**P.T.O.**

**(3)**

3. Explain the role of sales incentives in sales force motivation.
4. Explain the concept of sales control and sales cost analysis.
5. Explain different types of channels of conflicts management.
6. Describe different channels of distributions in Rural India.
7. What different distribution strategies are used by the marketers?
8. Explain the concept of sales inventory management.

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