

S-881

Total Pages : 4

Roll No. -----

MS-508

Sales and Distribution Management

Master of Business Administration (MBA)

4th Semester, Examination 2022(Dec.)

Time: 2 Hours

Max. Marks: 70

Note : This paper is of Seventy (70) 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 Nineteen (19) marks each. Learners are required to answer any two (02) questions only.

[2 x 19 = 38]

P.T.O.

- Q.1. Define the term 'Personal Selling'. Also write a detailed note on technology and environment in Personal Selling.
- Q.2. What is a 'Sales Organisation Structure'. Explain the hybrid sales organisation with its characteristics, advantages and disadvantages?
- Q.3. What is 'Sales Forecasting'? Explain its importance. Also explain various methods of 'Sales Forecasting'?
- Q.4. "Success of Sales Activity is largely dependent upon good salesmen". Discuss in the context of Sales Training? Briefly explain various methods of training?
- Q.5. What do you understand by channels of distribution? What are the factors that determine choice of channel of distribution?

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 any Four (04) questions only.

[4 x 8 = 32]

- Q.1. What are the qualities and duties of sales manager?
- Q.2. Write short notes:
- (a) Sales Territory
 - (b) Sales Quota.
- Q.3. Salesmanship is persuasion, communication and service.' Explain?
- Q.4. Write short notes on :
- 1) Sales Budget
 - 2) Sales Control
- Q.5. What do you mean by "Sales Management"? Is it a part of Marketing Management?

P.T.O.

- Q.6. Discuss the different steps involved in the selection of a sales person.
- Q.7. State the important approaches in evaluating the performance of Sales persons.
- Q.8. What are the main decisions in Warehousing?
