

891

Total Pages : 4

Roll No. -----

MS-508/MM-2208

Sales and Distribution Management

Master of Business Administration/P.G. Diploma in
Marketing Management

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

Examination 2021 (Winter)

Time: 2 Hours

Max. 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 Twenty (20) marks each. Learners are required to answer any two (02) questions only.

[2 x 20 = 40]

P.T.O.

- Q.1. Modern selling involves not merely persuasion but also cooperation. Do you agree? Explain. How does the seller help the buyer? How does the buyer help the seller?
- Q.2. Social selling is an excellent way for salespeople to build relationships with prospects. Inviting a prospect to lunch is the classic form of social selling. What are the potential advantages of social selling? What are the disadvantages or potential pitfalls? What can salespeople do to increase the likelihood of getting into social selling situations?
- Q.3. Describe the type of objections encountered by sales personnel and explain how each objection should be handled.
- Q.4. What is channel conflict? Outline the reasons for channel conflict. Briefly discuss the ways of managing channel conflict.
- Q.5. Wholesalers have been traditionally classified into various categories depending on the range of functions they perform. Describe the various types of wholesalers. Give examples.

Section – B

(Short-answer-type questions)

Note: Section 'B' contains Eight (08) short-answer-type questions of Ten (10) marks each. Learners are required to answer any Four (04) questions only.

[4 x 10 = 40]

- Q.1. What sequence of steps is involved in call planning? Why should cold calls be avoided in this sequence?
- Q.2. What are the advantages of using audiovisual aids in sales presentations? How do guarantees influence prospects?
- Q.3. Describe the objectives, criteria and basis for territory formation.
- Q.4. What are the sales quotas and sales budgets? What role do sales forecasts play in the development of sales quotas and sales budgets?
- Q.5. What are the qualities that each salesperson must possess? Define each of them.

P.T.O.

- Q.6. Identify the reasons for training sales personnel.
- Q.7. Explain the various channel levels with examples.
- Q.8. How can physical distribution be used to strengthen a marketing program and reduce marketing costs?
