

C1174

Total Pages : 3

Roll No.

MS-508/MM-2208

Sales and Distribution Management

Master of Business Administration /P.G. Diploma in
Marketing Management
(MB A-10/12113/16/17/PGDMM-10/16/17)

4th/Second Semester, Examination, 2022 (June)

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.

(2×20=40)

1. What rewards would you seek from a sales management career? Why are these rewards important to you? Can you foresee any disadvantages to a sales management career?

2. In an effort to increase sales to current customers, a consulting firm developed a client club. Members of the club receive a newsletter containing discounts and information. What are some advantages of this prospecting tool? How could the newsletter be used to achieve the organization's sales goals?
3. Discuss the various factors that go into making an effective sales presentation.
4. Describe the various types of retailers with the help of examples.
5. Discuss the role of distribution management in the marketing mix. How does the distribution function add value to the selling function?

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. (4×10=40)

1. What is prospecting? What are the major activities involved in prospecting?
2. What is the most important part of sale follow up? How can companies maintain good customer relations?

3. Identify the reasons for establishing and revising territories.
 4. Explain the importance of sales forecasting. How are sales forecasts used by different managers in the organization?
 5. Outline a systematic approach for recruiting and selecting salespeople. Define all the relevant terms used in the process.
 6. Describe the functions performed by marketing channels.
 7. Describe the major types of retail stores.
 8. “You can eliminate middlemen, but you cannot eliminate essential distribution activities.” Discuss how this statement is supported or refuted by vertical marketing systems.
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