

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 / MBAH-11)

4th / 2nd Semester Examination, 2019 (June)

Time : 3 Hours]

Max. Marks : 80

Note : This paper is of Eighty (80) marks divided into three (03) sections A, B and C. 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 any two (02) questions only.

(2×19=38)

- 1.** What does the term 'relationship selling' imply and why has it become such an important concept ?

2. For selling FMCG in today's context, examine the role of personal selling as a tool of direct marketing.
3. What is performance appraisals ? Explain with the help of suitable example.
4. What are the links among motivation, evaluation and compensation ?

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. (4×8=32)

1. What do you mean by sales force ?
2. Write different steps of personal selling.
3. What are the three dimensions of motivation ?
4. What are the purpose of performance appraisal ?
5. What are the principles of sales evaluation ?
6. What are the various types of inventory costs ?

7. What are the elements of total cost in a physical distribution system ?
8. What is distribution channel ?

SECTION-C
(Objective Type Questions)

Note : Section 'C' contains ten (10) objective type questions of one (01) mark each. All the questions of this section are compulsory. (10×1=10)

Indicate whether the following statements are True or False :

1. Prospecting is the process by which sales people search for new customers and probable customers.
2. Selling does not always require a sales person use methods designed to encourage customers to make a purchase.
3. The pre-approach step includes all post prospecting behaviour prior to the actual visit with a prospect or customer.
4. Evaluation of sales persons is one of the key activities of sales management in the process of leading the employees.

5. Level refers to the position of a distributor in a down-line relative to an up-line distributor.
 6. The direct channel is time consuming and expensive.
 7. When acting as agents, these intermediaries represent only sellers and not buyers.
 8. Japan's distribution channel is longer than that of the united States.
 9. When a country is "cold", the channel of distribution is likely to keep on changing.
 10. There is a relationship between available channels and the stage of economic development.
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