

**K-854**

Total Pages : 3

Roll No. ....

**MS-508**

**SALES AND DISTRIBUTION MANAGEMENT**

Master of Business Administration (MBA)

4th Semester Examination, 2023 (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. Candidates should limit their answers to the questions on the given answer sheet. No additional (B) answer sheet will be issued.

**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.

(2×19=38)

1. Define the term 'Personal Selling'. Mention its characteristics. Also explain the advantages and disadvantages of Personal Selling.
2. What is the importance of Proper Selection and Recruitment of Sales People? What are the various Sources of Recruitment ?
3. What is 'Sales Forecasting? Explain its importance. Also explain various methods of 'Sales Forecasting'.
4. What are marketing channels? Explain its role and functions with suitable examples.
5. Explain conflict resolution mechanisms available with a channel manager.

## **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. Illustrate the need for 'Sales Quota'.
2. Briefly explain the concept of Sales Presentation.

3. Brief the importance and objectives of training of sales person.
  4. Write short note on Sales Evaluation and Control.
  5. Define the purpose of sales budget.
  6. Define market potential. How does it differ for sales potential?
  7. What is parato principle? Explain its importance.
  8. Write a short note on Causes and effect of channel conflict.
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