

A-0809

Total Pages : 4

Roll No. -----

MS-508

Sales and Distribution Management

Master of Business Administration (MBA)

4th Semester Examination 2024(Dec.)

Time: 2:00 hrs

Max. Marks: 70

Note : This paper is of Seventy (70) marks divided into Two (02) Section 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.

P.T.O.

A-0809

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.

[2x19=38]

- Q.1. Define Sales Management and explain its characteristics. Discuss its role in achieving the objectives of an organization.
- Q.2. What is the demand and sales potential analysis? Describe the steps involved in the process of Sales Management.
- Q.3. Explain the concept of sales quotas. How are sales territories designed, and what factors influence their effectiveness?
- Q.4. Discuss the recruitment and selection process of a sales force. Why is training essential for sales professionals?

- Q.5. Discuss the importance of marketing intermediaries in the distribution process. How do they contribute to a successful supply chain?

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.

[4x8=32]

- Q.1. What are the key objectives of a sales organization?
- Q.2. Define personal selling and explain its importance in building customer relationships.
- Q.3. What are the advantages and disadvantages of different types of sales organization structures?
- Q.4. Briefly explain the process of planning and staging sales meetings at the national and regional levels.

P.T.O.

- Q.5. What is the significance of sales contests? How can they improve sales performance?
- Q.6. Outline the key components of channel profitability analysis and their impact on distribution strategies.
- Q.7. Discuss the roles and functions of a sales manager.
- Q.8. Explain the significance of inventory management in ensuring effective sales and distribution.
