

A-1375

Total Pages : 3

Roll No.

MS-508

Master of Business Administration (MBA)

Sales and Distribution Management

Examination February, 2026

Time : 2:00 Hrs.

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 (2×19=38)

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.

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(1)

P.T.O.

1. What is Sales Management ? Explain its meaning, definition, and key characteristics with suitable examples.
2. Discuss the bases for designing sales territories. Examine different types of sales quotas and their relevance.
3. Justify systematic training as a strategic investment in sales management Also evaluate the effectiveness of training programs in enhancing sales force performance.
4. Discuss traditional and modern distribution channels. Examine multichannel distribution systems with relevant examples.
5. Describe in detail channel conflicts and methods of conflict resolution.

Section–B

Short Answer Type Questions (4×8=32)

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.

1. Analyze the changing role of personal selling in the digital and relationship marketing era.
2. Evaluate the role of relationship marketing in channel management.

3. Critically justify channel profitability analysis for strategic decisions.
4. Discuss retail formats and trends. Examine factors influencing retail location decisions.
5. Write a note on logistics management as a source of competitive advantage to the firm using suitable examples.
6. Discuss the recruitment and selection process for sales personnel.
7. Describe the concept of sales budget and its components.
8. Examine the functional and product-based sales organization structures.
