

A-743

Total Pages : 3

Roll No.

MS-508

**SALES AND DISTRIBUTION
MANAGEMENT**

Master of Business Administration (MBA)

4th Semester Examination, 2024 (June)

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 do you mean by 'Sales Organisation' ? Explain its structure with its characteristics and objectives ?
2. Explain the functions of Sales Management in detail, quoting suitable examples.
3. What is meant by channel relationship ? Describe the core elements that comprise a channel ?
4. What is Distribution Management. Explain the importance and scope of Distribution Management ?
5. Write notes on of the following :
 - (a) Personal Selling
 - (b) Sales Budget

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. What do you understand by Territory Management ?
2. Write short notes :
 - (a) Combination Quota.
 - (b) Sales Qutoa.

3. Salesmanship is persuasion, communication and service.
Explain ?
4. Write notes on : Budgeting process.
5. Explain Hybrid sales Organisation and its functions.
6. What are the major activities involved in planning sales personnel needs of an organization ?
7. What is the importance of a good distribution channel ?
8. Differentiate between Wholeselling and Retailing ?
