

A-0760

Total Pages : 4

Roll No.

MS-508

Master of Business Administration (MBA)

(Sales and Distribution Management)

Examination, June 2025

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.

1. Explain the importance and objectives of Sales Management in achieving organizational goals. Illustrate with examples.
2. Discuss the process of sales forecasting and its role in determining sales budgets and selling strategies.
3. “Shifts in the sales force’s structure are essential if a company wants to keep winning the race for customers. Specifically, companies must alter four factors over time: the roles that the sales force and selling partners play; the size of the sales force; the sales force’s degree of specialization; and how salespeople apportion their efforts among different customers, products, and activities”. Do you agree ? Discuss.
4. What are the types of sales organization structures ? Discuss the advantages and disadvantages of outsourcing sales.
5. Explain the role of distribution channels in marketing. Discuss the criteria for selecting appropriate channels.

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. Define personal selling and describe its significance in modern sales management.
2. What are sales territories ? How are they designed and managed effectively ?
3. Outline the key steps involved in the recruitment and training of a sales force.
4. Discuss the importance of motivating the sales force and describe any two methods used for motivation.
5. What are the different types of marketing intermediaries, and what roles do they play in the distribution process ?
6. Explain the concept of channel conflicts and suggest strategies for resolving them.

7. Discuss the role of warehousing in sales and distribution management.
8. What is inventory management ? Briefly explain its significance in ensuring efficient sales and distribution.
