

**S.D.E.**

**M.B.A. SEM-V (2010 COURSE)(3 YEAR COURSE) : WINTER  
2017**

**SUBJECT : ELECTIVE – VI : a) SALES & DISTRIBUTION MANAGEMENT  
(Marketing Management)**

Day : **Thursday**  
Date : **14/12/2017**

Time : **10.00 A.M. TO 01.00 P.M.**  
Max. Marks : 70

**W-2017-4303**

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**N.B.:**

- 1) Attempt **ANY FOUR** questions from Section – I and **ANY TWO** questions from Section – II.
  - 2) Answers to both the sections should be written in **SEPARATE** answer books.
  - 3) Figures to the right indicate **FULL** marks.
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**SECTION – I**

- Q.1** Describe the nature and scope of sales management. **[10]**
- Q.2** What do you understand by “setting and formulating personal selling objectives”? **[10]**
- Q.3** Why are the sales meetings and sales contests organized? **[10]**
- Q.4** What is channel planning? What do you understand by channel intermediaries? Give examples. **[10]**
- Q.5** Write short notes on **ANY TWO** of the following: **[10]**
- a) Sales cost and cost analysis
  - b) International marketing channels
  - c) Designing territories and allocating sales efforts
  - d) Designing and administering compensation plans

**SECTION – II**

- Q.6** Design a sales training program for newly recruited sales personnel for marketing drugs and pharmaceuticals of your company. **[15]**
- Q.7** Formulate guidelines for assessing performance of marketing channels for distribution of fertilizers in rural areas. **[15]**
- Q.8** Develop a program for motivating sales personnel of a loss-making house-hold appliances manufacturing company. **[15]**

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