

CDOE
MASTER OF BUSINESS ADMINISTRATION (EXECUTIVE) (CBCS-2018 COURSE)
M.B.A. (E) Sem-IV : WINTER :- 2021
SUBJECT: PAPER-III : SALES & DISTRIBUTION MANAGEMENT

Day : Thursday
Date 17-02-2022

W-19422-2021

Time : 02:00 PM-05:00 PM
Max. Marks: 70

N.B.

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

SECTION – I

- Q.1** Explain in detail different methods of sales force performance appraisal. **(10)**
- Q.2** What is meant by sales organization? Explain the types of sales organization structures with examples. **(10)**
- Q.3** What is channel conflict? State the different techniques to resolve channel conflict? **(10)**
- Q.4** Explain in detail sales forecasting methods. **(10)**
- Q.5** Write short notes on **ANY TWO**: **(10)**
- a) Evolution of sales management
 - b) Personal selling process
 - c) Sales force motivation
 - d) Role of sales manager

SECTION – II

- Q.6** Which compensation plan allows an organization the most control on sales people and which plan is better for obtaining high sales? Why? **(15)**
- Q.7** A company wants to control its sales force performance on both selling and non-selling activities. Design a suitable sales quota system to control both activities and increase the sale. **(15)**
- Q.8** As a sales representative of a washing machine how would you handle the following objections raised by the prospective customers? **(15)**
- 1) Washing machine is too expensive.
 - 2) I will get back to you soon.
 - 3) I am satisfied with my current washing machine.

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