

MASTER OF BUSINESS ADMINISTRATION (C.B.C.S.) (2016 COURSE)

M.B.A. Sem - IV : WINTER : 2021

SUBJECT: SALES & DISTRIBUTION MANAGEMENT

Day : Thursday
Date : 20-01-2022

W-15459-2021

Time : 02:00 PM-05:00 PM
Max. Marks: 60

N.B.:

- 1) Attempt any **THREE** 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 **SAME** answer book.

SECTION – I

- Q.1** What do you understand by Sales Territory? Discuss in details the methods of designing sales territories. (10)
- Q.2** What is personal selling? What are fundamentals of successful selling? (10)
- Q.3** Describe the various methods which may be used for appraising salesman's performance. (10)
- Q.4** Write a detailed note on nature and scope of sales management in the current business scenario. (10)
- Q.5** Write short notes on any **TWO** of the following: (10)
- a) International Marketing channels
 - b) Sales quota
 - c) Selection process for salesman
 - d) Sales forecasting

SECTION-II

- Q.6** Describe the channels through which the following reach the consumers in India. (15)
i) Sanitary ware ii) Soft drinks iii) cosmetics
Explain the reason as to why they are sold in this way.
- Q.7** Suggest a compensation plan for a travelling sales persons for a marketer of soaps in entire country. (15)
- Q.8** Your company had introduced a sales quota system in the previous year based on sales territory potential. When you are reviewing the performance of Sales persons you noticed that some sales persons could easily achieve their sales quota. But in some sales persons case exactly reverse had happened. Give your suggestions to Senior Sales Manager to make sales quota more realistic for the sales force. (15)

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