

**MASTER OF BUSINESS ADMINISTRATION (C.B.C.S.) (2016 COURSE)**  
**M.B.A. Sem - IV :SUMMER- 2022**  
**SUBJECT : SALES & DISTRIBUTION MANAGEMENT**

Day : Friday

Date : 10/6/2022

**S-15459-2022**

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** State and explain nature and scope of sales management in changing marketing development. **(10)**
- Q.2** What is meant by personal selling? Explain in detail the process of personal selling. **(10)**
- Q.3** Describe the significance of sales meeting and conferences in modern marketing. **(10)**
- Q.4** What do you understand by sales force compensation? Discuss various types of compensation plans. **(10)**
- Q.5** Write short notes on any **TWO** of the following: **(10)**
- a) International Marketing Channels
  - b) Sales Evaluation
  - c) Channel conflicts and how to resolve them
  - d) Sales quota

**SECTION-II**

- Q.6** You are a sales manager of a big detergent powder manufacturing and marketing company. Prepare a sales training program for your salesman. Give outline of your program. **(15)**
- Q.7** What do you understand by distribution channel? A multinational is planning to launch its brand of cosmetics in India. What channels of distribution should it adopt to make an impact in the already crowded market of cosmetics? **(15)**
- Q.8** Design a Sales Training Programme for newly appointed sales person of a tours and travels company located in your city. **(15)**

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