

**DC - 223**

**M.B.A III Sem. Examination-2012-13**  
**SALES AND DISTRIBUTION MANAGEMENT**

**Paper : FSM III**

**Time Allowed : Three Hours**

**Max. Marks : 80**

**Section - A**

**(Short Answer Type Questions)**

**Note :** Attempt any four questions. Each question carries equal marks. 4x8=32

1. Explain the objectives of personal selling.
2. Write a note on sales Training programs.
3. What do you understand by territory design & sales quota?
4. What is sales cost and cost analysis? Explain.
5. Explain the importance of motivational factors for sales personal.
6. Write down the functions and structure of marketing channels.
7. Explain the role of logistics in distribution.
8. Write down the value of Information in channel management.

**Section - B**

**(Long Answer Type Questions)**

**Note :** Attempt any three questions. Each Question carries 16 Marks. 3x16=48

1. What are the factors required in recruitment and selection of sales personal ? Explain.
2. What is the procedure of designing a compensation plan and how is it managed? Explain.
3. Write down a detailed note on sales evaluation programme.
4. What are the roles of channel Intermediaries in distribution? Explain.
5. What are the possible ways of assessment of performance of marketing channels? "

