

Total No. of Questions : 13]

Total No. of Printed Pages : 4

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M.B.A. IVth Semester (New/Ex.)

Examination, 2019

Sales & Distribution Management

Paper - I SM-3

Time : 3 Hours]

[Maximum Marks : 80

Note :- Attempt Both Sections.

SECTION - 'A'

Short Answer Type Questions

Note :- Attempt any Four out of Eight Questions. Each Question

Carries 8 Marks.

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(1)

P.T.O.

1. Define Personal Selling ? Explain its growing importance in developing economy like India.
2. Why it is essential that Sales training be thought of as a long-term ongoing process ? Explain the steps in the training process.
3. As a Sales Manager, what quantitative and qualitative criteria you would use to monitor the performance of Sales force.
4. Explain the technique and fine aspects of Interview as means of selecting sales personnel.
5. Explain the purpose of Sales quota ? Give some attributes of good sales quota plan.
6. Explain how would the selling approach differ in the following cases :-
 - (i) An SBI representatives selling credit card to a company executive.
 - (ii) Pharmaceutical company salesman calling upon a doctor.
 - (iii) Zenith Computer's sales engineer selling, computers to an organisation.

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(2)

7. Explain nature, function and objectives of marketing channels.
8. Explain importance of Information Technology & Systems in Channel management & design.

SECTION - B

Long Answer Type Questions

Note :- Attempt any Two Questions from Q. 9 to Q. 12. Attempt

Q.13 (Caselet) Compulsorily. Each Question Carries 16 Marks.

9. Explain all different methods of sales training program in detail. <http://www.onlinebu.com>
10. Explain and define in detail Sales Territory concept, its need and relevance and the process of setting up sales territory.
11. Explain different marketing intermediaries along with their role and characteristics ?
12. Explain in detail various marketing strategies used for international marketing channels.
13. Caselet (Compulsory Question)

As a Sales Manager of SAL Pvt. Ltd, a new company manu-

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