

Roll No

Total No. of Questions : 13]

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**DW-413**

**M.B.A. (F.T.) (N/X) IV<sup>th</sup> Semester**

**Examination, 2022**

**Sales and Distribution Management**

**Paper - FSM-3**

**Time : 3 Hours]**

**[Maximum Marks : 80**

**Note :-** Attempt all the questions.

**SECTION - 'A'**

**Short Answer Type Questions 4×8=32**

**Note :-** Attempt any four questions. All questions carries 8 marks.

1. Discuss the changing nature and scope of sales management.

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2. Elaborate the essential qualities of a sales professional.

3. "Companies give more importance on sales training programmes' Elaborate the statement.

4. Write a note on importance of sales force motivation.

5. What is sales contest ? Give suitable examples.

6. Discuss sales cost and cost analysis.

7. Elaborate the various functions of marketing channels and their relationship.

8. Explain information system and channel management.

**SECTION - 'B'**

**Long Answer Type Questions 16×3=48**

**Note :-** Attempt any three questions. All questions carry 16 marks.

9. Write a detailed note on setting and formulating personal selling objectives.

10. How the compensation plans are designed and administered ? Explain.

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(2)

- 11) Write a conceptual note on designing territories and allocating sales effort.
- 12) What are marketing channels ? Elaborate their structure with relevant examples.
13. Compare the international marketing channels with local channels. Give strategic point of view.

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