

Roll No. \_\_\_\_\_

**12776**

**MBA 2 Yr. 4th Semester  
(New Scheme) CBCS  
Examination – February, 2022**

**SALES AND DISTRIBUTION MANAGEMENT**

Paper : 201MCG3CMA

**Time : Three hours ]**

**(Maximum Marks : 80**

*Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.*

**Note :** All questions of Section-A are compulsory. Attempt a four question from Section-B selecting at least one question from each unit. All question carry equal marks.

**SECTION – A**

1. Write short notes on the following : **2 × 8 = 16**

- (a) What is sales potential ?
- (b) Elaborate the term 'Sales Quota'.
- (c) Define sales force audit.
- (d) What is channel conflict ?
- (e) What is sales planning ?

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- (f) What do you mean by sales force motivation ?
- (g) Define distribution cost analysis.
- (h) Differentiate between primary and specialized distribution.

### SECTION - B

#### UNIT - I

2. Explain how sales management becomes an integral part of marketing management and why it occupies an important role in success of an organisation ?
3. State the difference between AIDAS theory of selling and the buying formula theory of selling. Explain them by considering the example of any sales situation of your choice.

#### UNIT - II

4. How does a sales department design the sales territories ? What are the different shapes of territory design ? Explain.
5. "Compensating sales persons is different from employees of other departments in the organisation". Explain the reasons as per statement and also write various methods of Compensation.

#### UNIT - III

6. What are the various steps involved in evaluating and controlling the sales force ? Explain.

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7. Write detailed notes on :
  - (a) Ethical issues in sales management.
  - (b) Comparison between various types of sales expenses.

#### UNIT - IV

8. What is the importance of channels of distribution in sales management ? What are the factors that determine choice of channels of distribution ?
9. Write detailed notes on :
  - (a) Four broad steps of channel management.
  - (b) Distribution intensity.

12778- (P-3)/(Q-9)/(22) ( 3 )