

Roll No. ....

**12776**

**MBA 2 Yr. 4<sup>th</sup> Semester (New Scheme)  
2019-20**

**Examination – May, 2023**

**SALES AND DISTRIBUTION MANAGEMENT**

Paper : 20IMG24GM4

*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 question of Section – A are compulsory. Attempt any **four** questions from Section – B selecting **one** question from each Unit.*

**SECTION – A**

1. Short answer type questions :

- (a) List the skills required for sales manager
- (b) Ethical issues in sales management
- (c) Benefits of sales analysis
- (d) Sales meetings and contests

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- (e) Management of sales expenses
- (f) Distribution Intensity
- (g) Sales forecasting
- (h) Approaches of sales planning

### SECTION – B

#### UNIT – I

2. "Sales volume objective, profit target and marketing require balancing act to choose the optimum strategy of sales". Explain with suitable example.
3. What is sales forecasting ? Discuss the objectives and various techniques of sales forecasting.

#### UNIT – II

4. The aim of training is to make the sales person more competent to the assigned job. How will you identify the training needs of a salesman ?
5. What is sales territory ? Discuss the procedure for setting up sales territories.

#### UNIT – III

6. What are the needs of monitoring and what are the parameters used in monitoring the sales force ?

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7. What are the various methods of sales control ? What feedback can be obtained by analysing the various sales reports sent by the salesmen ?

#### UNIT – IV

8. Why distribution channels are required ? Discuss the factors affecting choice of distribution channel.
9. Briefly explain :
  - (a) Discuss the factors affecting choice of Distribution Channel.
  - (b) Partnering Channel Relationship.

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