

M.B.A.-II (Sem.-III) Examination
Sales & Distribution Management
May-2017

Time : 3 Hours]

[Max. Marks :/00

Q.1 Briefly, describe Sales Management and why it is considered an important function?
Differentiate Between "Order Taker" and "Order Getter" Sales Position. (20)

Q.2 Explain different Sales presentation methods and how they matched to different sales situations (20)

Or.

Q.2 Write a Note on: (20)

- (a) Differentiate b/w Market Forecast and Sales Forecast
- (b) Procedure for Setting up Routing Plan
- (c) Types of Sales Organisation Structure
- (d) Major Stages in Sales force staffing process.

Q.3 What methods are used in Sales Training Programme? Explain. (20)

Or.

Q.3 "Sales and Marketing Intelligence system is different from Marketing Information System" Explain (20)

Q.4 List down some of the principles for developing distribution for rural markets? What are some of the unique examples of developing rural distribution? (20)

Or.

Q.4 Explain in detail-Retail Format in India and its characteristic. (20)

Q.5 Write the following Questions (20)

- (a) What is channel conflict and what are the four stages in which its evolves?
- (b) How does the use of IT system helps create a competitive advantage?
- (c) Explain POP
- (d) Briefly describe how RFID works in managing a supply chain better.

