

MBA in SIBFT Sem.-3 Examination**Sales & Distribution Mgmt.****Time : 2.30 Hours]****December-2025****[Max.Marks : 70**

- Q1.] Attempt any two: [14]
 A] Sales management is essential for any company that wants to grow its revenue and increase its customer base. Explain the scope of Sales Management, in brief.
 B] What are the types of Personal Selling Situations.
 C] Explain AIDAS theory of Selling with example.
- Q2.] A] Explain concept of Sales Relationship, highlight the importance of Sales Relationship. [14]
 B] Explain types of sales relationship in business, in detail.
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- Q2.] A] What do you mean by Sales Territory, what are the steps followed in designing an appropriate sales territory. [14]
 B] Explain Sales Quota and what are the methods adopted for setting sales quota.
- Q3.] Answer any two: [14]
 A] Discuss in detail the main stages involved in the hiring process of salespeople. In your answer, explain how each stage—human resource planning, recruitment, selection, and socialization—contributes to building an effective sales force. Illustrate your points with suitable examples where necessary.”
 B] Explain the difference between internal and external sources of recruitment with examples.
 C] What is training? What are the various training methods? Explain each of the approaches.
- Q4.] Answer any two: [14]
 A] Explain Marketing Channel Design Decision, describing all steps involved, including the types of channels, levels of channels, and the role of intermediaries.
 B] Describe the Triangle of Logistical Decision-Making. How do inventory, transportation, and location decisions interact to achieve customer service goals?
 C] what are the main functions of warehousing operations? Illustrate your answer with suitable examples. Also explain the key decisions involved in effective warehouse management.
- Q5.] Attempt any Seven: [14]
 1. Define Personal Selling.
 2. What is Stimulus–Response Theory of Selling?
 3. What is a Sales Budget?
 4. Define Affiliative Sales Relationship Management.
 5. Explain Type of transportation.
 6. What is compensation?
 7. Share type of marketing channel.
 8. Difference between logistic and supply chain.