

Printed pages: 01

Paper Id: 

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Sub Code: RBAMK01

Roll No: 

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**MBA**  
**(SEM III) THEORY EXAMINATION 2017-18**  
**SALES & DISTRIBUTION MANAGEMENT**

**Time: 3 Hours**

**Total Marks: 70**

**Note: 1. Attempt all Sections. If require any missing data; then choose suitably.**

**SECTION - A**

**1. Attempt all questions in brief.**

**2 x 7 = 14**

- a. Define Sales Management.
- b. What is Personal Selling?
- c. Differentiate between Recruitment and selection of sales force?
- d. Differentiate between Training & Development of a sales force.
- e. Explain the concept of Sales contest.
- f. Explain the concept of forward and reverse logistics.
- g. What is franchising?

**SECTION - B**

**2. Attempt any three of the following:**

**7 x 3 = 21**

- a). Write a note on the role played by a sales manager in any organization?
- b). Explain various recruiting sources of sales representatives?
- c) Explain various methods of sales force training?
- d) Explain functions and flows in distribution channels?
- e) What is channel conflict? Explain different types of channel conflict?

**SECTION - C**

**3. Attempt any one part of the following:**

**7 x 1 = 7**

- a). Explain the process of personal selling?
- b) Explain sales management process?

**4. Attempt any one part of the following:**

**7 x 1 = 7**

- a) Briefly explain the process of leading and motivating the sales force.
- b). Discuss various types of sales organization.

**5. Attempt any one part of the following:**

**7 x 1 = 7**

- a. Explain the process of designing a sales territory.
- b. Elaborate the steps involved in preparing a sales budget.

**6. Attempt any one part of the following:**

**7 x 1 = 7**

- a). "Distribution is very crucial while deciding marketing strategy" Comment.
- b) Explain different channel structures in detail.

**7. Attempt any one part of the following:**

**7 x 1 = 7**

- a). Briefly explain the steps involved in training the distributors sales team?
- b) Explain important factors which influence channel choice?