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MB-22

M.B.A. (IIIrd Sem.) (F.T.) Examination-2015-16

SALES AND DISTRIBUTION MANAGEMENT

Paper - FSM-3

Time Allowed : Three Hours

Maximum Marks : 80

Note : Attempt both section questions.

Section-A

(Short Answer Type Questions)

Note : Attempt any four questions.

Each questions carries 8 marks.

- Q.I What do you mean by 'sales and distribution management' ? Compare the concept of past and present.
- Q.II Discuss vertical and horizontal marketing system of managing marketing channels.
- Q.III What objectives companies aim to achieve while designing their distribution channels.

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- Q.IV What do you mean by sales evaluation program ?
Explain.
- Q.V What are the steps involved in sales forecasting ?
Explain them in brief.
- Q.VI What are the objectives the sales territory serves ?
- Q.VII Define personal selling and discuss its importance.
- Q.VIII What is salesforce management ? What are the roles
of managers in Sales Force Management ?

Section-B

(Long Answer Type Questions)

Note : Attempt any three questions.
Each questions carries 16 marks.

- Q.IX Define market potential. How does it differ for sales
potential ? How is market potential estimated ?
- Q.X "Sales Volume objective, profit target and marketing
capabilities require balancing act to choose the
optimum strategy of sales". Explain with suitable
example.
- Q.XI Discuss why it is important for an organization to
set sales objectives and sales budget. How sales
budget is prepared ?

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Q.XII Explain—

- (a) Types of distribution policies based on the
attributes of sales objectives.
- (b) Distribution channel strategy

Q.XIII Discuss with suitable examples any two of the
following—

- (a) Sales quotas
- (b) Wholesaling and retailing
- (c) International marketing channels

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