

Paper Code: MBA-MK03

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**MBA**  
**(SEM IV) EVEN SEMESTER EXAMINATION 2015-16**  
**SALES AND DISTRIBUTION MANAGEMENT**

[Time: 3 hrs.]

[Max. Marks: 100]

Note- Attempt All Questions. All Questions carry equal marks.

1. Attempt any four parts of the following:-

[5 x 4 = 20]

- (a) Differentiate between selling and marketing concepts?
- (b) What do you understand by sales forecasting?
- (c) Describe the customer based organization. What are its merits?
- (d) What is distribution channel? State its importance.
- (e) State the importance of sales team training and development.
- (f) Why it is essential to have an adequate compensation plan for the sales force?

2. Attempt any two parts of the following:-

[10x2 = 20]

- (a) What are the basic abilities of an effective sales manager?
- (b) Explain the process of personal selling with the help of suitable examples.
- (c) Describe marketing policies and strategies.

3. Attempt any two parts of the following:-

[10x2 = 20]

- (a) Discuss the importance of recruiting the sales personnel.
- (b) Why motivation of sales force is more important than other departments in an organization?
- (c) State the objectives of sales contest. State its advantages.

4. Attempt any two parts of the following:-

[10x2 = 20]

- (a) What are the main channels of distributions?
- (b) State the implications of distribution industry.
- (c) Explain the importance of distribution.

5. Attempt any two parts of the following:-

[10x2 = 20]

- (a) State the criteria for selecting a distributor.
- (b) What are the various causes of channel conflict and they can be removed?
- (c) Explain channel management.