



Printed Pages : 3

MBA-MK – 3

(Following Paper ID and Roll No. to be filled in your Answer Book)

**PAPER ID : 7038**

Roll No.

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**M.B.A.**

(SEM. IV) EXAMINATION, 2006-07

**SALES & DISTRIBUTION MANAGEMENT**

*Time : 3 Hours]*

*[Total Marks : 100*

- Note :**
- (1) Attempt **all** questions
  - (2) All questions carry **equal** marks.

- 1 (a) What do you mean by Sales Management ? **20**  
Explain the functions of Sales Manager.
- (b) Discuss the changing role of personal selling.  
Highlight the usefulness of personal selling in selling pharmaceuticals to doctors.

**OR**

- (a) Personal Selling is a two-way communication best suited to a company marketing consumer products with a poor brand loyalty. Discuss.
- (b) How would you handle these objections raised at the end of a sales presentation ?
- (i) Your product quality is not good.
  - (ii) The price is not competitive.
  - (iii) No after sales service.

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**1**

**[Contd...**

- 2 (a) Critically analyse the various methods of salesforecasting used for industrial as well as consumer products. **20**
- (b) 'Quotas' can act as a 'motivator' as well as demotivator. Comment.

**OR**

What are the forecasting methods that you would suggest for ?

- (a) A new range of Nike shoes targeted to higher class.
- (b) A new refregerator targetted to rural consumer.
- 3 (a) Suggest criteria for selecting salesmen for the consumer products division of a company. **20**
- (b) How do you prepare job description for sales representatives ?

**OR**

- 3 (a) Suggest a compensation scheme for travelling sales persons for a marketer of soaps in entire country.
- (b) Why is motivation of sales force more important than for employees in any other sphere of activity ?

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**2**

**[Contd...**

**4** Attempt any **two** parts of the following : **20**

- (a) What do you understand by primary and secondary distribution channels partners ? How are they different from each other ?
- (b) Discuss the objectives of distribution management. What are the various types of channels ? Elaborate.
- (c) In what ways do the 'sales' and 'distribution' function complement each other ?

**5** Write short notes on any **two** of the following : **10×2**

- (a) Channel conflicts and Resolutions.
- (b) Selection of distribution channels.
- (c) Channels Training program.

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