



Printed Pages : 2

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 : Attempt all questions. All questions carry equal marks.

- 1 (a) Define sales management. What role does sales management play in the marketing functions? **10×2**
- (b) Discuss the major components of personal selling and explain how the sales management achieves personal selling objectives through personal strategy?

OR

- 1 (a) Discuss the changing role of personal selling. How can a sales person confront an objection in a sales presentation ? **10×2**
- (b) How would you handle these objections raised at the end of a sales presentation?
- (i) The price is too high
- (ii) Your warranty period is too short
- (iii) I do not want to do business with your firm.

- 2 (a) What major factors do organisations consider while designing sales territories? **10×2**
(b) What do you understand by a sales budget? Explain the various steps in preparing a sales budget.

OR

- 2 (a) What functions do quotas perform and why are they so important to a firm? **10×2**
(b) Which method would be suitable to forecast the sale of a new brand of tetra pack fruit juice for the Indian market? Why?
- 3 (a) Discuss the role of psychological testing in the selection process for sales people. **10×2**
(b) How do you prepare job description for sales representatives in an MNC?

OR

- 3 (a) What are the advantages and disadvantages of a straight salary compensation plan? **10×2**
(b) Discuss the importance of non-financial incentive in motivating the sales person.
- 4 Attempt any **two** parts of the following : **10×2**
(a) In what ways do the 'sales' and 'distribution' function implement each other?
(b) What are the basic functions being performed by channel members at various levels?
(c) Define 'marketing channels.' What are the various types of channels? Elaborate.
- 5 Write short notes on any **two** of the following : **10×2**
(a) Channel conflicts and Resolution
(b) Selection of distribution channel
(c) Channels Training Program.