

C-4058

Sub. Code

31042A

M.B.A. DEGREE EXAMINATION

INDUSTRY INTEGRATED

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Fourth Semester

SALES AND DISTRIBUTION MANAGEMENT

(2017 onwards)

Duration: 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define Sales Management.
2. What do you mean by the term exchange process?
3. What do you mean by personal selling?
4. What is relationship selling?
5. Give an account on Sales territory.
6. What is sales metrics?
7. Explain the term 'Physical Distribution'.

8. What is distribution Channel?
9. Explain Marketing Channel.
10. Who is a middleman?

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) What are the objectives of Sales Management?

Or

- (b) Describe about Sales Management Cycle.

12. (a) State the essential elements of personal selling.

Or

- (b) Discuss the diversity of selling situations.

13. (a) Briefly explain the sales management process.

Or

- (b) What are the steps involved in developing a sales organization?

14. (a) Explain the role of distribution in marketing.

Or

- (b) What are the differences between direct and indirect distribution?

15. (a) Elucidate the various types of Marketing channels.

Or

(b) Write a short note on importance of middlemen in business.

Part C (3 × 10 = 30)

Answer **all** questions, choosing either (a) or (b).

16. (a) Write in detail the role of sales management in overall marketing management process of an organization.

Or

(b) How does the use of dual distribution channels and multichannel systems affect the growth of a business? Explain in detail.

17. (a) Describe the importance of personal selling from the view of customers and manufacturers.

Or

(b) Elucidate the various approaches to selling, sales presentation and sales demonstration.

18. (a) Write in Brief the need and importance of distribution.

Or

(b) Discuss in detail the design and management of Channel Mix.