

C-6460

Sub. Code

31042A

M.B.A. DEGREE EXAMINATION, APRIL 2022.

Fourth Semester

Industry Integrated

SALES AND DISTRIBUTION MANAGEMENT

(2017 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer all questions.

1. What do you mean by Sales Management?
2. State the importance of Sales Management.
3. What do you understand by the term personal selling?
4. What is the importance of pre-approach?
5. What are the aims of training the Sales force?
6. Give the need and objectives of controlling the sales force.
7. What is meant by distribution management?
8. What is meant by zero level channel?
9. Explain the term marketing channel.
10. Give the importance of channel design.

Part B

(5 × 5 = 25)

Answer all questions.

11. (a) Explain the nature and scope of sales management.

Or

(b) Discuss the link between sales channel and distribution management.

12. (a) Explain the steps in personal selling process.

Or

(b) Explain the different types of classes.

13. (a) Explain the sources of recruitment of sales force.

Or

(b) What are the different methods of training given to sales force?

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

Or

(b) Discuss the distribution channels available for rural markets.

15. (a) Discuss the types of intermediaries.

Or

(b) Discuss the functions of channels.

Part C

(3 × 10 = 30)

Answer all questions.

16. (a) Explain personal selling in the age of information.

Or

(b) Explain briefly the sources of prospects.

2

C-6460

17. (a) Enumerate the different types of sales organisations.

Or

(b) What are the steps in channel design?

18. (a) Discuss the process of designing and managing the channel misc.

Or

(b) Explain the relationship between personal selling, salesmanship and sales management.

3

C-6460