

2018
MBA
MBA 3.7 (B)
SALES AND DISTRIBUTION MANAGEMENT

Full Marks :70

Time : 3 Hours

(The figures in the margine indicate full marks for the questions)

Section - A

Answer the following questions (any 5) :

2x5=10

1. What is sales quota?
2. What do you mean by personal selling?
3. Who is a salesman?
4. What do you mean by channel planning?
5. What is the meaning of sales cost?
6. What is sales effort?

Section - B

Answer the following questions (any 5) :

4x5=20

1. Discuss the international marketing channels?
2. How do you motivate sales personal?
3. Discuss wholesaling and retailing?
4. Explain sales training programs?
5. Explain the various sales contest?
6. Discuss the supervision of salesman ?

Section - C

Answer the following questions:

3x8=24

Write short notes on

1. Logistics of distribution
2. Developing and managing sales evaluation programs
3. Nature and scope of sales management

P.T.O.

(2)

Section - D

Compulsory questions

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1. Patanjali single-handedly managed to rejuvenate the moribund herbal and ayurvedic category riding on Ramdev's yoga credentials and push desi ayurvedic and herbal products. A smart distribution strategy that hinged on exclusive and traditional ayurvedic retailers in arogya kendras and chikitsalayas helped cement the brand's ayurvedic origins. The big distribution push came in a little later and made Patanjali a runaway success.

(a) Elaborate the above statement ?

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2. The success of a selling programme largely depends on a proper selection of territories because if territory potential is properly assessed in terms of the company's marketing plan and the customer's expectations, the organization can effectively employ its various marketing programme to gain the optimum benefit from a territory.

(a) Do you agree with the above statement? Explain?

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