END TERM EXAMINATION
THIRD SEMESTER [MBA] DECEMBER-2012

Paper Code: MS211
MSP307
BMS511

Subject: Sales & Distribution Management

Time : 3 Hours
Maximum Marks : 60

Note: Attempt any five questions including Q.no. 1 which is compulsory.

Q 1 Explain any four of the following:-
(a) Characteristics of successful sales person.
(b) Qualitative sales forecasting methods.
(c) Types of sales quotes.
(d) Benefits of sales force automation.
(e) Importance of ethics in sales management.
(f) Transportation decisions.

Q 2 (a) Describe the methods used for handling and overcoming sales objections. (5)
(b) Explain the difference between trial close and close. (5)

Q 3 Briefly describe the procedure for designing sales territories. Differentiate between build-up and breakdown methods, used for designing sales territories. (10)

Q 4 What are the primary sources of recruitment? What are the advantages and disadvantages of internal and external sources of recruitment? (10)

Q 5 What is the purpose of sales person performance evaluation? Describe the process in detail. (10)

Q 6 Why are distribution channel necessary? Consider an FMCG company trying to distribute its products directly to its consumers. What would be major hurdles if this strategy is followed? What would be advantages and disadvantages by following this strategy? (10)

Q 7 Why do conflicts occur in a distribution channel? Is it possible to eliminate all types of conflict in a channel relationship? How does channel conflict affect channel performance? (10)

Q 8 Write short notes on any two of the following:- (5x2=10)
(a) Logistics planning
(b) Integration of sales and distribution strategy
(c) SCM Focus