MBA-3rd Semester Examination
Jan. 2014
Sales & Distribution
Subject Code: MSL-615
Time Allowed: 03 hours. Maximum Marks: 100

Before answering the question paper the candidate should ensure that they have been supplied the correct question paper. Complaints in this regard, if any, shall not be entertained after the examination.

Note: Question No. 1 is Compulsory and attempt two questions from each section. All questions carry equal marks.

1. a) Who is a prospect in selling?
   b) What is sales forecasting?
   c) Name the three channel system referred by Doyle.
   d) When does a company resort to selective distribution?

SECTION A

2. Define the concept of Demand and process of Demand Forecasting in Sales.

3. What do you mean by the policy of reciprocity? Discuss its strength and weakness.

4. What is the process of personal Selling? Why Mc Kinsey’s Formula of 7-s has gained importance in selling. Discuss.

SECTION B

5. How middleman or channel members are evaluated and controlled.

6. Discuss The Arbitration and Mediation strategy in managing conflict.

7. The objective of sales control is to ensure that the company’s sales efforts are in tune with its sales plan by taking necessary measures in case of deviations. Discuss.