MBA 3rd Semester Examination
June. 2014
Subject- Sales and Distribution Management
Subject Code - MSL 615

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

1 (a) Who is a prospect in selling?
   (b) Define SMART
   (c) What is sales forecasting?
   (d) What is Trade Discount? (5x4=20)

SECTION – A
2. What should be the basic coverage of the market? How intensive market distribution is administered. [20]
3. What are the different methods of determining sales force size? [20]
4. Define the difference between Sales and Marketing. What is the process of personal Selling? [20]

SECTION – B
5. Explain intensive distribution system. How Maslow’s need hierarchy theory helps in analyzing strategy of motivation. [20]
6. Discuss various considerations while appointing Channel members. [20]
7. What is logistics? Discuss its role is sales control and analysis? [20]