

UNIT - III

6. What do you understand by primary and secondary distribution channels partners ? How are they different from each other ?
7. How has retail culture impacted the distribution strategies of the companies ?

UNIT - IV

8. What is meant by market logistics and supply chain management ? How is logistics planning linked to the Channel Management ?
9. Write a detailed note on International Sales Management.

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(4)

Roll No.

56090

**MBA 2 Year 4th Semester (N.S.)
(Re-appear) Examination-
December, 2016**

SALES & DISTRIBUTION MANAGEMENT

Paper : MBA-422

Time : 3 hours

Max. Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard will be entertained after the examination.

Note : The question paper will have two sections. Section A shall comprise 8 short questions carrying two marks each which are **compulsory**. Answer to each question should not exceed 50 words normally. Section B shall comprise 8 questions (2 questions from each unit). The student will be required to attempt

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four questions (one question from each unit). All questions will carry equal marks.

SECTION - A

1. Short answer type questions :

- (a) What do mean by Sales Management ?
- (b) Define Channel Training Programme.
- (c) What are different methods of selecting distribution channels ?
- (d) What is the importance of Sales Contest ?
- (e) What do you mean by channel conflicts and resolutions ?
- (f) What are the roles of channel members in distribution management ?
- (g) Define the purpose of sales territories.
- (h) What are compensation plans ?

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SECTION - B

UNIT - I

2. Personal Selling is a two way communication best suited to the consumer products having low brand loyalty ? Explain.
3. What are the various techniques of compensating and motivating the sales force ? Explain. <http://haryanapapers.com>

UNIT - II

4. Suggest the criteria for evaluating the sales persons for consumer product division of a company.
5. "Quotas can act as a motivator as well as demotivator". Comment.

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