

BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(END SEMESTER EXAMINATION)

CLASS: MBA
BRANCH: MBA

SEMESTER : III
SESSION : MO/18

SUBJECT: MBA3031-SALES AND DISTRIBUTION MANAGEMENT

TIME: 03:00 HRS.

FULL MARKS: 60

INSTRUCTIONS:

1. The question paper contains 7 questions each of 12 marks and total 84 marks.
 2. Candidates may attempt any 5 questions maximum of 60 marks.
 3. The missing data, if any, may be assumed suitably.
 4. Before attempting the question paper, be sure that you have got the correct question paper.
 5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.
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- Q.1(a) What do you mean by sales management? [6]
(b) What are the basics of AIDAS theory? [6]
- Q.2(a) What is selling? outline the objectives of a sales department [6]
(b) What are the steps in selling process and how should a salesman obtain an effective sales? [6]
- Q.3(a) Illustrate the need for sales organization. [6]
(b) Explain various types of sales organization. [6]
- Q.4(a) What are sources of recruitment of sales people? [6]
(b) Discuss the advantages and disadvantage of internal source of recruitment. [6]
- Q.5(a) Distribution acts as a link between sourcing and marketing comment. [6]
(b) Discuss the recent developments in sales and distribution scenario. [6]
- Q.6(a) What are the things involved in channel management decisions? explain. [6]
(b) Discuss the basics of managing channel conflicts in an organization. [6]
- Q.7(a) Explain Sales Territory concept. [6]
(b) Design sales territory for a FMCG, Explain the steps. [6]

*****30.11.18*****M