

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

CLASS: MBA
BRANCH: MBA

SEMESTER : III
SESSION : MO/19

SUBJECT: MT519 SALES AND DISTRIBUTION MANAGEMENT

TIME: 3:00 HOURS

FULL MARKS: 50

INSTRUCTIONS:

1. The question paper contains 5 questions each of 10 marks and total 50 marks.
 2. Attempt all questions.
 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) Explain the meaning and scope of Sales in the business world. [5]
Q.1(b) Distinguish between the AIDAS theory of selling and the buyer-seller dyads. Explain by taking the example of any sales situation of your choice. [5]
- Q.2(a) Explain the functions and responsibilities of sales manager. [5]
Q.2(b) How are the training needs of a salesperson identified? Analyze the learning styles of salesperson that affect in designing the sales training programme. Use illustrative examples to substantiate your answer. [5]
- Q.3(a) Analyze and evaluate the factors to be considered while designing the physical distribution system. [5]
Q.3(b) Design a strategic distribution system for any startup in the service industry. [5]
- Q.4(a) How are sales volume quotas set? [5]
Q.4(b) How does the relative importance of advertising and personal selling vary across the different stages of the purchase process? Explain. [5]
- Q.5(a) Design and recommend strategies for managing channel conflicts. [5]
Q.5(b) Design a sales plan for the Mobile Industry. [5]

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