

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

**CLASS: MBA**  
**BRANCH: MBA**

**SEMESTER: III**  
**SESSION: MO/2024**

**SUBJECT: MT519 R1- SALES AND DISTRIBUTION MANAGEMENT**

**TIME: 3 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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		CO	BL
Q.1(a)	Define sales management and explain its key functions. What are the various steps involved in personal selling process? Explain with suitable examples.	[5]	CO1 1
Q.1(b)	Sales as a function of Marketing Management? Elaborate this statement with suitable examples.	[5]	CO1 1
Q.2(a)	Discuss the role of sales organizational structures in supporting a company's overall sales strategy. How do different structures align with different business goals?	[5]	CO1 2
Q.2(b)	Explain the steps involved in designing an effective sales force territory. What factors should be considered to ensure that the territory design is balanced and fair among salespeople? Give some examples.	[5]	CO2 2
Q.3(a)	Explain the steps involved in recruiting and selecting a sales force. How can a company ensure it attracts and selects the best candidates for its sales team?	[5]	CO2 3
Q.3(b)	Describe the several motivational techniques that can be used to motivate a sales force. How can a company effectively combine these techniques to enhance overall sales performance?	[5]	CO3 3
Q.4(a)	A regional marketer of home inverters wants to expand his business in the neighboring states. Recommend a suitable distribution channel for his expansion plan.	[5]	CO4 2
Q.4(b)	Describe the concept of distribution channel conflicts and how it can be minimized to achieve business objective? Explain.	[5]	CO4 3
Q.5(a)	Discuss the Importance, need and benefits of physical distribution.	[5]	CO4 2
Q.5(b)	Explain the key features of a Logistics Management System (LMS) that enhance supply chain efficiency and how do they contribute to optimizing transportation, warehousing, and inventory management?"	[5]	CO4 4 CO5

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