

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

**CLASS: MBA
BRANCH: MBA**

**SEMESTER : III
SESSION : MO/2025**

SUBJECT: MT519R1 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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|--------|--|---------|----|
| Q.1(a) | Explain two Theories of Selling and their practical relevance. | [5] 2 | 2 |
| Q.1(b) | Describe the qualities of an effective Salesperson with examples. | [5] 2,4 | 3 |
| Q.2(a) | Define Sales Organizational Structures and explain their types. | [5] 1 | 1 |
| Q.2(b) | Discuss Routing and Scheduling of Salespersons and their impact on efficiency. | [5] 3 | 3 |
| Q.3(a) | Explain the importance of Training in Sales Force Management. | [5] 3 | 2 |
| Q.3(b) | Discuss various methods for evaluating sales force performance. | [5] 4 | 4 |
| Q.4(a) | Define Channel Design and explain conflict. | [5] 2 | 1 |
| Q.4(b) | Discuss the methods of Channel Conflict resolution. | [5] 3 | 6 |
| Q.5(a) | Explain the concept of Logistics and its characteristics. | [5] 2,3 | 1 |
| Q.5(b) | Discuss Physical Distribution channel with examples. | [5] 3 | 4 |

:20/11/2025:E