



RC-4433-34

**M. B. A. (Sem. IV) (FT) &
M. B. A. (Sem. IV) (Eve.) (Reg. & ATKT) Examination
April / May – 2010
Sales & Distribution Management**

Time : 3 Hours]

[Total Marks : 100

RC-4433

Instructions :

(1)

नीचे दृशविवेक निशान्चीवाणी विगतो उत्तरवडी पर अवश्य लपवी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
<input type="checkbox"/> M.B.A. (Sem. 4) (FT) & (Sem. 4) (Eve.) (Reg. & ATKT)	<input type="text"/>
Name of the Subject :	<input type="text"/>
<input type="checkbox"/> Sales & Distribution Management	<input type="text"/>
Subject Code No. : <input type="text" value="4"/> <input type="text" value="4"/> <input type="text" value="3"/> <input type="text" value="3"/>	<input type="text"/>
Section No. (1, 2,.....): <input type="text" value="1"/>	
	Student's Signature

- (2) Answers to the **two** sections to be written in **separate** answer books.
- (3) Q. 1 in Section 1 and Q. 4 in Section 2 are **compulsory**.
- (4) Marks allotted to each question are indicated in the right of the question.
- (5) Make necessary assumptions if required.

1 What is Sales Territory? Explain reasons and procedure for setting up or revising sales Territories. **18**

2 (a) Explain diversity of personal selling situations. **9**
(b) Explain causes of sales person turnover. **7**

OR

2 Define market potential, sales potential and sales forecast. **16**
Enlist and explain various methods of sales forecasting along with advantages and disadvantages of each.

3 Write short notes on (any **two**) **16**
(a) Qualitative performance standards for sales people
(b) The pre-recruiting Reservoir
(c) Sales Resistance
(d) Training Methods to train sales people

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Name of the Examination :	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
<input type="text" value="M.B.A. (Sem. 4) (FT) & (Sem. 4) (Eve.) (Reg. & ATKT)"/>	<input type="text" value="Student's Signature"/>
Name of the Subject :	
<input type="text" value="Sales & Distribution Management"/>	
Subject Code No. : <input type="text" value="4"/> <input type="text" value="4"/> <input type="text" value="3"/> <input type="text" value="4"/> Section No. (1, 2,.....) : <input type="text" value="2"/>	

- (2) Answers to the **two** sections to be written in **separate** answer books.
- (3) Q. 1 in Section 1 and Q. 4 in Section 2 are **compulsory**.
- (4) Marks allotted to each question are indicated in the right of the question.
- (5) Make necessary assumptions if required.

- 4 What do you mean by distribution channel? Explain various factors affecting choice of channel taking appropriate examples. **18**
- 5 Discuss alternative modes of transportation giving advantages and disadvantages of each. **16**

OR

- 5 Discuss the significance of marketing channels in Physical Distribution. Discuss various types of marketing channels giving appropriate examples. **16**
- 6 Write short notes on any **two** : **16**
- (a) Overpackaging and underpackaging
- (b) Distribution Audit
- (c) Package Testing
- (d) Inventory Management.