

(4)

MB-305(M4)

contact the director but he was unavailable. As a result, the order could not be finalized.

Questions :

- (i) Identify and explain the limitations of planning the sales manager had to face while discussing order with the prospective customer.
- (ii) Is autonomy to frontline sales people good ? If yes, how much ?

MB-305(M4)

520

H

Roll No.

MB-305(M4)

M. B. A. (THIRD SEMESTER)

MID SEMESTER

EXAMINATION, Jan., 2023

SALES AND DISTRIBUTION MANAGEMENT

Time : 1½ Hours

Maximum Marks : 50

- Note :** (i) This question paper contains two sections—A and B.
- (ii) Both Sections are compulsory.
- (iii) Answer any *two* sub-questions among (a), (b) and (c) in each main question of Section A. Each question carries 10 marks.
- (iv) Section B consisting of case study is compulsory. Section B is of 20 marks.

P. T. O.

Section—A

1. (a) What is sales management ? Explain the functions of sales management. (CO1)
- (b) What is relationship strategy ? Explain with examples. (CO2)
- (c) Setting Personal selling objective is essential for effective sales management. Justify the statement. (CO4)
2. (a) What is prospecting, pre-approach and approach in the process of effective selling ? Explain with examples. (CO3)
- (b) During the sales presentation a sales person can face various objections and queries. How should he handle those ? Also, highlight the importance of closing the sale. (CO5)
- (c) Highlight the qualities of a successful sales person. (CO2)
3. (a) How is Recruiting Sales Personnel done ? Explain. (CO3)

- (b) Brief the importance and objectives of training of sales persons. (CO1)
- (c) State the Importance of personal selling. (CO1)

Section—B

4. **Case study :** (CO4)
The sales manager of Sell Well Ltd. visited a hospital to sell his company's products. The purchase manager of the hospital was keen to purchase the products in fact for all the branches of his hospital across India but he asked the sales manager to give 30% discount. Though the manager knew it was a big order and company would be able to make profits even after offering 30% discount but he could not offer prices better than the price he had been given by the sales director. He tried to