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be a good team leader. A salesman operates on his own. It is not possible to transform oneself into a team leader all of a sudden. A sales manager has administrative and office duties. A salesman is in the field.

Many salesmen may not like to swap the challenge of selling task for an administrative post. There are others who would love to accept the challenge of a new job.

Healthy living wants to decide how to assess those who would not object to the shifts in attitude and habits required to be a successful manager.

*Questions :*

- (i) Advise this company how it can identify the sales manager material amongst its own sales force.
- (ii) Entail the characteristics of a successful salesperson.

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**M. B. A. (THIRD SEMESTER)  
END SEMESTER**

**EXAMINATION, Jan., 2023**

**SALES AND DISTRIBUTION MANAGEMENT**

**Time : Three Hours**

**Maximum Marks : 100**

**Note :** (i) All the questions are compulsory.

(ii) Answer any *two* sub-questions among (a), (b), (c) of main question (Questions 1 to 4).

(iii) Total marks in each main question are **twenty**.

(iv) Each sub-question carries 10 marks.

(v) Question number *five* case study is compulsory and carry 20 marks.

1. (a) What do you mean by sales management ? Describe the nature and role of sales management. (CO1)

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- (b) Explain the following sales strategies (any two) : (CO1)
- (i) Relationship Strategy
  - (ii) Double win
  - (iii) Hard Sale vs. Soft Sale
- (c) Highlight the hiring procedure for a sales staff requirement. (CO1)
2. (a) Distinguish the different stages of a selling process. (CO2)
- (b) Enunciate the importance Sales Information System in present scenario. (CO2)
- (c) As a sales manager what qualities would you expect in your sales staff? Elaborate. (CO2)
3. (a) What is sales quota ? Explain the importance of allocation of sales quota territory wise. (CO3)
- (b) What are the various levels of distribution channels ? Briefly describe functions of wholesaling. (CO3)
- (c) Trace the growth of Organized Retail in India. (CO3)

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4. (a) Write a note on Channel Information System. (CO4)
- (b) Critically analyze channel conflict with appropriate example. (CO4)
- (c) What are the factors that determine choice of channel of distribution ? (CO4)
5. Case Study : (CO5)
- Healthy living company is a pharmaceutical company. They have a team of dedicated medical representatives. All of them aspire to become sales supervisors, managers, and officers. There are many instances of salesmen-started business growing into big companies e.g., Nirma, where the owner-salesman one day comes to head the firm as its chief executive.
- It is, however, observed that all sales people cannot become successful managers. A brilliant reporter may not become a good editor. The point is that the skill required for both the jobs are essentially different.
- Healthy living knows that a sales manager today faces complex responsibilities. He has to

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