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Paper Code :DMDS-243

Roll No.

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MBA-(Marketing)-1
2nd Year Examination, Calendar Batch 2016
Sales & Distribution Management

Time : 3 Hours]

[Max. Marks : 100

*Note. Attempt any **five** questions. All questions carry equal marks.*

- Q.1** Define Motivation. Explain the two factor theory of motivation given by Herzberg.
- Q.2** What are different types of transportation systems?
- Q.3** Explain the leadership. What are the key characteristics of a leader?
- Q.4** What is the place of sales forecasting in company planning process?
- Q.5** Why is product knowledge also considered to be a sales related training need?
- Q.6** Describe the key decision areas in sales and distribution management.
- Q.7** Personal selling is a two-way communication best suited to a company marketing consumer product with a poor brand loyalty. Discuss.
- Q.8** What are the distinct advantages of sales forecasting? In your opinion does forecasting helps even when there is a recession in the industry. Discuss.