

**QUESTIONS BANK FOR
MBA-III SEM MBA-(MK)-02
Sub: SALES AND DISTRIBUTION MANAGEMENT**

Short answer type Questions:

[A]. Each Question Carry 1.5 Marks

- Q.1. Explain the meaning of sales.
- Q.2. What is personal selling?
- Q.3. What do you mean by distributions?
- Q.4. What is salesmanship?

[B]. Each Question Carry 2 Marks

- Q.1. What do you mean by the selling skills? Explain.
- Q.2. Define the marketing.
- Q.3. What is difference in sales and marketing?

Long answer type Questions:

[C]. Each Question Carry 3 Marks

- Q.1. Define the concept of sales management.
- Q.2. Explain the role of sales manager.
- Q.3. Explain the selling process.
- Q.4. What is buying process? Explain.
- Q.5. Explain the various types of selling.
- Q.6. Explain the objects of sales management.
- Q.7. What do you mean by sales territory? Explain.
- Q.8. Explain the qualities of Sales Professional's.

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