

Your Roll No.....

Department of Management
MBA Semester III Examination (2019)
MBA-GE-MM-02
Sales and Distribution Management

Time: 3 Hrs

Maximum marks: 75

Attempt any FIVE questions. Each question carries equal marks (15).

Q1. What is the difference between AIDAS theory of selling and the buying formula theory of selling? Explain by taking the example of any sales situation of your choice.

Q2. Why are sales territories required? Discuss the various steps to scientific territory planning and suggest what type of territory planning would you recommend for

- (i) A company selling textile machinery components to large textile units.
- (ii) A Company selling infant milk powder

Q3. Describe the qualitative methods of sales forecasting and indicate its advantages and disadvantages?

Q4. Write short notes on any **three** of the following (5X3=15)

- (a) Preparation of sales budget
- (b) Motivation tools for sales personnel
- (c) Buyer seller Dyadic relationship
- (d) "Sales close" techniques
- (e) Diversity of sales situations

Q5. "Sales quota become the basis for planning production, work force size and financial Management." Comment.

Q6. What is the purpose of sales organization? What considerations should be taken while designing it?

Q7. Why has supply chain management become so important nowadays? What are its underlying principles? Briefly elaborate the elements

Q8. What are the different sales presentation methods and how are they matched to different sales situations? Explain the difference between trial close and close