

R15

Code No: 723AE

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MBA III Semester Examinations, January-2018
SALES AND DISTRIBUTION
Time: 3hours
Max.Marks:75

Note: This question paper contains two parts A and B.
 Part A is compulsory which carries 25 marks. Answer all questions in Part A.
 Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A
5 × 5 Marks = 25

- 1.a) Distinguish between 'selling' and 'marketing'. [5]
- b) Explain different marketing types of sales quota. [5]
- c) List out the guidelines for the recruitment of a salespersons. [5]
- d) Explain the advantages of selling through direct channels. [5]
- e) Elaborate the terms 'direct export' and 'indirect export'. [5]

PART - B
5 ×10 Marks = 50

2. What is meant by sales strategy? Explain the steps involved in developing a sales strategy. [10]
- OR**
3. What is sales management? Discuss various sales methods to sell the products or services. [10]
4. Discuss the reasons for establishing sales territories. What are the factors to be considered at the time of designing a sales territory? [10]
- OR**
5. Define sales budget. Discuss the objectives of sales budgeting. What are the sources of information required for preparing a sales budget. [10]
6. What is meant by 'Training Needs Analysis'? What are the factors contributing to an effective training program? [10]
- OR**
7. Why is it important to have a motivated sales force? How can Herzberg's two factor theory be applied to motivate sales force? [10]
8. Explain the functions of a distribution channel. What factors would you consider while designing the distribution channel of FMCG companies? [10]
- OR**
9. What do you understand by channel member motivation? Discuss the means to motivate channel members. [10]
10. Explain the reasons of channel conflict. Suggest some remedies of channel conflict. [10]
- OR**
11. Discuss the factors influencing selection of international distribution channel. Also explain the types of foreign intermediaries. [10]

--ooOoo--