

R15**Code No: 723AE****JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA III Semester Examinations, June/July-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) Write brief note on the difference between selling and marketing. [5]
- b) State the reasons behind establishing sales territories. [5]
- c) Brief on the types of sales force motivation tools. [5]
- d) What is the need for distribution channels for a service firm? [5]
- e) Write brief note on ethical issues in sales and distribution management. [5]

PART - B**5 × 10 marks = 50**

2. "The trends in sales management are ever changing" - justify the statement and brief on types of selling with an appropriate illustration. [10]

OR

3. What do you understand by sales management, selling strategies and explain the sales management process in detail with appropriate examples. [10]

4. Provide a detailed note on sales budgeting process, and brief on a procedure that is typically followed by a company to prepare its sales budget? [10]

OR

5. Why do we use quotas in the management of sales force and explain in detail various methods of fixing sales quota? [10]

6. "Compensating Sales Persons is different from employees of other departments in the organization". Explain the reasons as per statement and write various methods of Compensation. [10]

OR

7. What are the primary sources of recruitment and what procedure should a sales manager follow to select sales manpower for his organization? [10]

8. What do you understand by distribution management, types of channels and brief on the factors normally considered for evaluating alternative channel designs for a manufacturing firm? [10]

OR

9. Explain the role of distribution channels for establishing products in the rural market and brief on the techniques of evaluating the channel members. [10]



10. Provide a detailed note on channel level and different channel members functions in distribution process. [10]

OR

- 11.a) Write brief note on strategies to managing International Channel of Distribution.
b) Write brief note on franchising and the various types of franchise arrangements suitable for Indian firms. [10]

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