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**Code No: 723AE**
**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**
**MBA III Semester Examinations, December - 2018**
**SALES AND DISTRIBUTION**
**Time: 3 hours**
**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) What is the role of personal selling in relationship marketing? [5]
- b) What factors would you use to estimate market potential for smart phones? [5]
- c) What are the purposes of evaluation and reinforcement of sales training? [5]
- d) Enumerate the functions performed by Marketing channels. [5]
- e) What are the characteristics of a co-ordinated channel? [5]

**PART - B**
**5 × 10 marks = 50**

- 2.a) What are the various types of selling?
- b) Discuss with examples how 'order taker' sales position is different from 'order getter' position. [5+5]

**OR**

- 3.a) Discuss the role of personal selling in creating market.
- b) Explain modern day sales activities. [5+5]

- 4.a) Explain types of quotas.
- b) Discuss the routing and scheduling sales persons. [5+5]

**OR**

- 5.a) What guidelines should be followed by a sales manager to ensure forecasting accuracy?
- b) Explain market cost analysis. [5+5]

- 6.a) Describe the steps involved for evaluating and controlling sales force performance.
- b) Describe ethical situations involving salespeople and sales manager. [5+5]

**OR**

- 7.a) What criteria a sales manager should use while designing a mix of motivational tools?
- b) Describe the importance of socialization and assimilation. [5+5]

- 8.a) Discuss the need for distribution channels in the current business scenario.
- b) Explain how customer satisfaction can be measured. [5+5]

**OR**

- 9.a) What are the steps to be taken to decide on a distribution strategy?
- b) Explain the distribution objectives for a FMCG company. [5+5]



10. What are the major retail formats in India? What are the characteristics of each of them? [10]

**OR**

- 11.a) Discuss the questions to be addressed in the choice of international distribution strategy.  
b) Describe the components of a global logistics system. [5+5]

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