

R15
Code No: 723AE
JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MBA III Semester Examinations, April/May-2019
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 a brief note on 'skills of a salesperson'. [5]
- b) Explain the concept and importance of 'sales territory'. [5]
- c) Amplify the 'carrot and stick' approach of motivation. [5]
- d) Differentiate 'selective' from 'intensive' mode of distribution. [5]
- e) What are the components of channel information system? [5]

PART - B
5 × 10 Marks = 50

2. Discuss the objectives and importance of sales management. Explain in detail 'sales negotiation' and 'sales outsourcing'. [10]
- OR**
3. Discuss the usefulness of personal selling in selling
 - a) Cosmetics
 - b) Insurance policies
 [5+5]
4. What do you understand by 'sales planning'? Explain various methods of determining sales quota. [10]
- OR**
5. Explain the importance of sales budget. Elaborate the methods for deciding sales budget. [10]
6. Distinguish between 'recruitment' and 'selection'. Explain the steps involved in selection process of sales force. [10]
- OR**
7. Describe the financial and non-financial compensation plans applicable for sales force. [10]
8. What are the advantages of selling through indirect channels? Explain the functions of 'two-level' and 'three-level' channels of distribution. [10]
- OR**
9. Discuss the challenges involved in rural distribution. What are the modes of distribution in rural markets? [10]
10. Why is it important to have wholesalers and retailers in a marketing channel? List out the decisions to be taken by a company to manage channel intermediaries. [10]
- OR**
11. What is meant by business ethics? Explain in detail the need and importance of ethics in personal selling. [10]

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