

Total No. of Pages: **1**

Register Number

Name of the Candidate:

**6884****M.B.A. DEGREE EXAMINATION, May 2015****(MARKETING MANAGEMENT)****(SECOND YEAR)****250: SALES AND DISTRIBUTION MANAGEMENT**

Time: Three hours

Maximum: 75 marks

**SECTION-A****(5×3=15)****Answer any FIVE questions**

1. What do you mean by salesmanship?
2. What is Sales Policy?
3. What is Stress Interview?
4. Write few lines on role –Playing.
5. What is a chain store?
6. Who is a factor?
7. Define 'Channel of Distribution'.
8. What are bonded warehouses?

**SECTION- B****Answer any THREE questions****(3×10=30)**

9. What are the advantages of salesmanship?
10. Explain the various sources of recruiting salesmanship.
11. Discuss the importance of training salesmen.
12. What are the methods of compensating the sales force?
13. State the drawbacks of chain stores.

**SECTION- C****Answer any ONE question****(1×15=15)**

14. Explain the methods adopted in controlling salesman.
15. Explain the duties and responsibilities of the sales manager.
16. Discuss the various factors that determine the selection of a channel of distribution.

**SECTION- D****(Compulsory)****(1×15=15)**

17. As a sales manager of a limited company which is manufacturing LED, suggest the criteria for selection of applicants for the distributorship.

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