

No. of Printed Pages : 03

Roll No.

HH-495

**Dual Degree-BMS-MBA
EXAMINATION, May 2018**

(Eighth Semester)

(Main & Re-appear)

MBIMM07

**SALES AND DISTRIBUTION
MANAGEMENT**

Time : 3 Hours]

[Maximum Marks : 70

Before answering the question-paper candidates should ensure that they have been supplied to correct and complete question-paper. No complaint, in this regard, will be entertained after the examination.

Note : Attempt *Five* questions in all, selecting at least *one* question from each Unit. All questions carry equal marks.

(3-09/17)M-HH-495

P.T.O.

Unit I

1. What are the major elements of behavioural equation approach of personal selling ? How do these affect a buyer's response to buying ?
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2. Define Sales Territory. What are the benefits of sales territory ? Illustrate the steps in designing sales territories.
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Unit II

3. How is selection of salespeople a vital function in an organisation ? Discuss the steps of the selection process.
14
4. Define Motivation. Examine the relevance of Herzberg's two factor theory in sales force motivation.
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Unit III

5. What are Channel Conflicts ? Discuss the types of channel conflicts. How can these conflicts be managed ?
14

6. Explain the various criteria for selecting the channel intermediaries.
14

Unit IV

7. What are the relative advantages and disadvantages of various transportation modes ? How would you evaluate the best transport mode in a given situation ?
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8. Explain the following :
 - (a) Supply Chain Management
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 - (b) Customer Service.
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