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Roll No.

CC-374

M.B.A. EXAMINATION, May 2017

(Fourth Semester)

(Main & Re-appear)

MM-07

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.

Unit I

1. Explain Personal Selling. What are the various approaches related for the Personal Selling ?

(1-16/3) M-CC-374

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2. Distinguish between quantitative and qualitative forecasting techniques. What are the advantages and disadvantages associated with them ?

Unit II

3. Outline the strategies to improve the motivation level of the sales team.
4. Produce a balanced argument that looks at the differences between qualitative and quantitative measures of sales performance.

Unit III

5. There are various channel conflicts in the distribution network. How these conflicts can be resolved ?
6. Distinguish Vertical Marketing System and Horizontal Marketing System with their advantages and disadvantages.

Unit IV

7. Explain the different types of modes of transportation in India, with their characteristics.
8. How the integration of logistics leads to customer satisfaction ?