

25/11/19

Sem-V

TUBMS.

Paper / Subject Code: 46010 / Marketing: Sales &amp; Distribution Management

2M00155

Time: 2 ½ Hrs

Marks: 75

NB (1) All questions are compulsory.

(2) Figures to the right indicate full marks.

Q.1 a) State whether the following statements are true or false. (Any 08) (8)

- 1) Distribution management is next to production management.
- 2) Channel policy must be updated with market dynamics.
- 3) Articles of mass consumption are sold through exclusive distribution.
- 4) Channel of distribution starts with consumer.
- 5) Profitability levels in an organisation are market dependent.
- 6) Jury of executive opinion has scientific validity.
- 7) Intra-personal conflict is often called individual level conflict.
- 8) Better selling is the key to better business.
- 9) Distribution in virtual world facilitates face to face meeting.
- 10) CRM provides competitive advantage.

Q.1 b) Match the column (Any 07) (7)

1	Threat of new entrants	A	Kenneth Thomas
2	Intensive distribution	B	Key performance indicator
3	Conflict resolution	C	Break the bulk
4	Inadequate presentation	D	Unethical practice
5	Client centred selling	E	Maggie
6	Efficiency to Effectiveness	F	Hurdle to salesperson
7	Intermediaries	G	Recent trend
8	Misrepresentation	H	Problem Solving
9	KRA	I	Competitors
10	Sales report	J	Indirect method of supervision and control on sales force

Q.2

a) Explain the qualities of sales manager (8)

b) Explain any 3 structures of sales organisation. (7)

OR

c) Explain the importance of distribution management. (8)

d) Discuss the various developments in sales management. (7)

Q.3.

a) What are the methods of sales forecasting? (8)

b) What are the different types of sales closing techniques? (7)

OR

c) Elaborate the process of selling. (8)

d) Discuss different types of selling strategies. (7)

Q.4

- a) Who are channel partners? Discuss functions of wholesalers. (8)  
b) What are the factors affecting the choice of distribution channel? (7)

OR

- c) What are the types of channel conflict? Explain with suitable examples. Discuss the ways to resolve conflicts. (15)

Q.5

- a) Explain the methods of sales evaluation. (8)  
b) Explain new trends in sales and distribution management. (7)

OR

Q.5 Short notes (any 03) (15)

1. Ethics in sales.
2. Selling skills
3. Sales Quota
4. Sales management audit.
5. KRA