

**MASTERS OF BUSINESS ADMINISTRATION  
(MBAEV)**

**Term-End Examination**

**June, 2013**

**MCNE-031 : SALES AND DISTRIBUTION  
MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 100*

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*Note : (i) Attempt any five questions.  
(ii) All questions carry equal marks.*

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1. (a) What is selling ? What are the differences between Selling and Marketing ? How far selling is useful in the growth of a business enterprise in the Indian scenario ? 10
- (b) Define retailing. What are the keys to success in retailing ? Explain with the help of suitable examples. 10
2. (a) Distinguish between salesmanship in olden days with that of salesmanship in modern days with the help of suitable examples. 10
- (b) What is the role and importance of a salesmanship in Indian organisations ? Is salesmanship a profession ? Justify your answer with the help of an example. 10

3. Write short notes on : 5x4=20
- (a) Consumer Cooperative Stores
  - (b) Brainstorming
  - (c) Selecting a Distribution Channel
  - (d) Sales Quotas
4. (a) What are the good qualities of a salesman ? 10  
Is it necessary that a salesman should have thorough knowledge about the products of service ? Justify your answer for both 'Yes' and 'No'.
- (b) Briefly discuss the buying process with the 10  
help of suitable examples.
5. Write short notes on : 5x4=20
- (a) Buying Motives
  - (b) Methods of Closing
  - (c) Sales Department
  - (d) Role of a Sales Manager
6. (a) What is the importance of Training in Sales 10  
Management ? What are the different methods associated with Sales Training ?
- (b) How sales force are motivated ? What are 10  
the advantages and disadvantages of sales force motivation ?

7. Define Control. What is the need for sales force control ? What are the different methods of control in Sales Force Management ? What are the advantages of Fixing Sales Quotas ? 20
8. Write short notes on : 5x4=20
- (a) Channel Design
  - (b) Sales Budget
  - (c) Sales Territories
  - (d) Cost Analysis
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