

00320

**MASTERS OF BUSINESS ADMINISTRATION  
(MBAEV)**

**Term-End Examination**

**December, 2013**

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

*Time : 3 hours*

*Maximum Marks : 100*

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*Note : Answer any five questions. All questions carry equal marks.*

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1. What is an outside sales force ? Is this type of sales force used only by producers and wholesalers ? Is it used only in business - to business selling.
2. It has often been said that sales person are born, not made. Do you agree or disagree? Explain why.
3. If you, as a sales manager, were required to prepare an annual operating plan, what would you include in the plan ?
4. As a sales manager of Mother Dairy, how would you formulate the personal selling strategy for fat free curd, ice-cream and milk.

5. How does the sales person determine whether the lead is a good prospect ?
  6. What is retailing and how are retailers useful to consumers ?
  7. (a) What factors would you consider to establish a retail business ?  
(b) Explain with reasons the following trends in retailing :
    - (i) Branding.
    - (ii) Packaging.
  8. Write short notes on the following :
    - (a) Departmental store.
    - (b) Sales Budget.
    - (c) Wholesale Distributors.
    - (d) Sales Territory.
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