

Registration No :

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Total Number of Pages : 01

**MAM**  
**IMB802A**

**8<sup>th</sup> Semester Back Examination 2017-18**  
**SALES AND DISTRIBUTION MANAGEMENT**

**BRANCH : MAM**

**Time : 3 Hours**

**Max Marks : 70**

**Q.CODE : C194**

**Answer Question No.1 which is compulsory and any five from the rest.**  
**The figures in the right hand margin indicate marks.**

- Q1 Explain the following : (2 x 10)**
- a) Pre-approach
  - b) Sales potential
  - c) Missionary sales man
  - d) Exclusive distribution
  - e) Vertical Marketing System
  - f) Multimodal transportation
  - g) Delphi method of sales forecasting
  - h) Horizontal channel conflict
  - i) Out-bound logistics
  - j) Super market
- Q2 What is meant by sales territory? Discuss its importance in sales management and explain the steps involved in designing sales territory. (10)**
- Q3 Draw out a comparison between straight salary method and straight commission method of sales force compensation. Discuss the relative merits and limitations of straight salary method of sales force compensation. (10)**
- Q4 “Sales organizations should be adaptable to changing circumstances and emerging market environment.” Discuss the statement in the context of the factors influencing the sales organization structure and explain customer based and product based sales organization structure with their respective merits and limitations. (10)**
- Q5 Why do conflicts occur in a distribution channel? Explain various types of channel conflict and suggest measures to resolve them. (10)**
- Q6 “The success of a firm depends not only on an excellent product but also on an efficient and appropriate channel of distribution.” Do you agree with this statement? Justify your view and discuss the factors which are taken into consideration while designing an appropriate channel of distribution. (10)**
- Q7 Distinguish between wholesaler and retailer. Explain their role in the distribution system and discuss various types of retailers. (10)**
- Q8 Write notes on : (5 x 2)**
- a) Supply chain management
  - b) Personal selling process