BRAINWARE UNIVERSITY

Term End Examination 2018 -19

Programme – Master of Business Administration

Course Name – Sales & Distribution Management

Course Code – MM301

(Semester – 3)

Time allotted: 3 Hours   **Full Marks : 70**

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group –A

(Multiple Choice Type Question)   10 x 1 = 10

1. *Choose the correct alternative from the following*

(i) Essential platform for decision making in Sales Management is

    a. Planning   b. Organizing

    c. Controlling   d. Coordinating

(ii) Communication between a Sales Person & a Potential Customer is

    a. Direct Marketing   b. Personal Selling

    c. Advertising   d. Publicity

(iii) Sales Turnover – Sales Expense equal to

    a. Net Profit   b. Gross Profit

    c. Gross Loss   d. None of the above

(iv) A sales Forecast is based on a set of assumption about

    a. Market Environment   b. External Environment

    c. Intl Environment   d. Marketing Expenses

(v) Results expected out of Short Period are known as

    a. Goals   b. Objective

    c. Policies   d. Strategies

(vi)   Analyzing opportunities to develop New Market for New Product is regarded as

        a. Market Penetration   b. Market Development

        c. Product Development   d. Diversification

(vii)   Individual Sales Quotas are determined on the basis of

        a. Area sales potential   b. Product

        c. Customer   d. Manpower

(viii) Quantitative Methods in Sales Forecasting are based on

        a. Judgment   b. Individual Estimates

        c. Opinion   d. All the them

(ix)   Maximum future sales from a particular market can be assessed through

        a. Forecasting   b. Market Potential

        c. Sales Potential   d. Sales Forecasting

(x)   Which authority in an Organization plays advisory role

        a. Line   b. Staff

        c. Functional   d. R &D

Group – B

(Short Answer Type Questions)   3 x 5 = 15

Answer any *three* from the following

2.	Discuss the Role of a Divisional Sales Manager in a Corporate house	5
3.	Briefly discuss the process of Personal Selling	5
4.	A Sales Person must " Close the Sale:", explain	5
5.	Discuss in brief the importance of Planning in Sales Management	5
6.	What are the popular Methods in Sales Forecasting, discuss in brief.	5

Group – C

(Long Answer Type Questions)   3 x 15 = 45

Answer any *three* from the following

7.	(a)	Explain the objective of Distribution in Sales Management	7
	(b)	Sales is the End Function of Marketing, explain with a live example.	8
8.	(a)	Innovation plays a pivotal role in Marketing of a Product or Service, explain in brief.	7
	(b)	There exits a difference in Distribution of a Product and Service , explain	8
9.	(a)	Discuss benefits of Budgeting in Sales Management	8
	(b)	Discuss an organizational structure on the basis of Sales Management	7

10. (a) Discuss Direct Marketing concept through a live example in India.   10
   (b) Distribution plays an important role in Selling Goods, explain   3
   (c) Discuss the roles of Order Creator   2
11. (a) Discuss in what way an Order Getter works, with a short example.   2
   (b) Maslow's Need theory has a basis in Sales Management , how?   8
   (c) A Sales Manager must be a Leader, explain   3
   (d) Motivational skills are must for an effective Sales Manager, justify   2