



**BRAINWARE UNIVERSITY**

**Coursework Examination 2018 – 19 (June 2019)**

**Programme – Doctor of Philosophy in Management**

**Course Name – Sales & Distribution Management**

**Course Code – PHD-MSDM04**

**Time allotted: 4 Hours**

**Full Marks: 100**

[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**

(Objective Type Question)

10 x 1 = 10

1. *Answer the following*
  - (i) Explain Indirect Distribution of Products.
  - (ii) Define technical skill of Sales Executive.
  - (iii) Define Customer Relationship Management.
  - (iv) Define ‘Territorial’ potential.
  - (v) Define C&F agents.
  - (vi) Explain value added selling.
  - (vii) Elaborate the term ‘Sales Quota’.
  - (viii) Plan ‘daily work schedule’ for telecom retail store.
  - (ix) Define Marketing Logistics
  - (x) “Determination of compensation varies from industry to industry”. Identify the reason for that.

**Group – B**

(Short Answer Type Questions)

6 x 5 = 30

Answer any *six* from the following

- |   |   |
|---|---|
| 2. Discuss factors responsible to decide store location.                          | 5 |
| 3. Explain the 'Planning of Assortment'.  | 5 |
| 4. Define Sales Forecasting.  | 5 |
| 5. Discuss the importance of follow-up in sales.                                  | 5 |
| 6. Describe 'Sales Closing' technique   | 5 |
| 7. Define sales force automation?   | 5 |
| 8. Discuss 'Delphi' method of sales forecasting.                                  | 5 |
| 9. Differentiate between quantitative and qualitative requirement of sales force. | 5 |

**Group – C**

(Long Answer Type Questions)

6 x 10 = 60

Answer any *six* from the following

- |   |    |
|---|----|
| 10. Define Sales Management. Discuss fundamentals of it.  | 10 |
| 11. Explain in detail ways to deal with sales objection for industries like Telecommunication and FMCG. | 10 |
| 12. Discuss different types of store layout in detail.  | 10 |
| 13. Define Supply Chain Management. Discuss the importance of it in Retailing.                          | 10 |
| 14. Explain in detail Visual Merchandising technique.   | 10 |
| 15. Explain in detail the selection process of sales force.   | 10 |
| 16. Discuss fundamentals of Strategic Planning in sales based organisation.                             | 10 |
| 17. Discuss in detail different types of channel intermediaries.  | 10 |

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