

**S.No. 8952**

**P 16 MBA 3 EM 3**

(For the candidates admitted from 2016–2021 batch)

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2023.**

**Business Administration — Elective**

**SALES AND DISTRIBUTION MANAGEMENT**

**Time : Three hours**

**Maximum : 75 marks**

**PART A — (10 × 2 = 20)**

**Answer ALL questions.**

1. Define Sales.
2. What is mean by compensation?
3. Who is a salesman?
4. State two strategies to motivate sales team.
5. State the term Cost analysis.
6. What is mean by selling cost?
7. Write a note on retailing.
8. What is mean by Physical Distribution?

9. What is mean by Marketing Information System?
10. State the meaning of sales force in marketing.

PART B — (5 × 5 = 25)

Answer ALL questions, choosing either (a) or (b).

11. (a) Highlight the nature of sales management.

Or

- (b) Mention the types of Compensation plan in marketing.

12. (a) State the various types of sales meeting.

Or

- (b) Elucidate the elements of an effective sales contest ideas.

13. (a) Write the steps involved in sales process.

Or

- (b) List the types of sales analysis method.

14. (a) Differentiate Wholesaling and Retailing.

Or

- (b) State the importance of marketing channels.

15. (a) Enumerate the steps involved in channel management process.

Or

- (b) How do you evaluate the performance of a sales channel distribution?

PART C — (3 × 10 = 30)

Answer any THREE questions.

16. Define training. How do conduct the sales training programmes?

17. Mention the objectives and qualities for sales personnel in detail.

18. Write about sales evaluation programme in detail.

19. State the legal issues in marketing channel policies in detail.

20. Elaborate the channels including sales force.