

Roll No.

Y – 820

MBA (RTM) Previous EXAMINATION, May/June-2021

DISTANCE MODE

Paper – 104

SALES AND DISTRIBUTION MANAGEMENT

Time : Three Hours

Maximum Marks : 70

Minimum Pass Marks : 28

Note—Attempt *all* questions.

1. What is Personal Selling ? Explain the various approaches and styles of selling. 15
2. How important is it to motivate the sales force ? Discuss various strategies used to motivate sales force. 15
3. Explain the design and objectives of Marketing channel. 15
4. Attempt all short notes questions— 25
 - (a) Legal and Ethical Issues in Channel Relations.
 - (b) What do you mean by the terms “Sales territory design”.
 - (c) Define sales quota and explain its nature and scope.
 - (d) What are the major objectives of Distribution channel ?
 - (e) Explain the concept, nature and scope of Performance Evaluation.

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