

SANT GADGE BABA AMRAVATI UNIVERSITY, AMRAVATI
H.V.P.M's
COLLEGE OF ENGINEERING & TECHNOLOGY, AMRAVATI
MBA Semester - III Examination (Summer- 2020)
Sales & Distribution Management
MBA/3202/M
(Assignment Question Paper)

(Max. Marks - 20)

Note

- 1) Solve any 2 out of 4 assignment questions.
- 2) Figures to the right indicate marks.
- 3) Each question carries 10 marks.

Question No. 1

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| a. Define Sales management? | 2M |
| b. Define Selling process? | 2M |
| c. What is Job Analysis? | 2M |
| d. Why distribution channel are necessary? | 2M |
| e. Explain process of Exporting in relation with sales management? | 2M |

Question No. 2

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|--|----|
| a. Role of sales management in Marketing? | 2M |
| b. What is Sales Budget? | 2M |
| c. Steps involved in hiring process? | 2M |
| d. What is meant by Customer oriented marketing channel? | 2M |
| e. What is foreign representative agreement? | 2M |

Question No. 3

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|--|----|
| a. What are different types of selling? | 2M |
| b. What is an Activity Sales Quota? | 2M |
| c. What are the primary sources of recruitment? | 2M |
| d. How can specialist reduce the cost of distribution in sales management? | 2M |
| e. What are types of Channel conflict? | 2M |

Question No. 4

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| a. What is the Role of Direct sales in marketing? | 2M |
| b. Why do we use Quotas in the management of Sales force? | 2M |
| c. "Sales force motivation is a continuous process" Explain? | 2M |
| d. How channels for services different from channels for Products? | 2M |
| e. What are the Social problems in International Marketing? | 2M |