

## **SALES & DISTRIBUTION MANAGEMENT (MBA MK03)**

### **M.B. A. 4<sup>TH</sup> SEMESTER**

- Q1. Nature and Scope of Sales Management-Past & Present.
- Q2. Functions of Sales Management.
- Q3. Define Market Potential
- Q4. What is Sales potential
- Q5. Define Territorial potential
- Q6. Define sales forecast.
- Q7. What are the methods of sales forecast?
- Q8. Write short notes on the following:
- Q9. Define Sales Management
- Q10. Define Personal selling
- Q11. Define Salesmanship
- Q12. Objectives of Sales Management
- Q13. Define sales territory.
- Q14. Different selling and buying styles.
- Q15. Importance of personal selling.
- Q16. Define Salesmanship and its type?
- Q17. Briefly describe Expert Opinion Method?
- Q18. Elaborate the term "Sales Quota"?
- Q19. What is Sales Force Management? Role of Sales Manager
- Q20. Process of personal selling
- Q21. Difference between marketing and selling
- Q22. Selling and buying styles
- Q23. Role of Personal selling.
- Q24. Write short notes of the following:
- (a) Role of sales management in marketing functions.
  - (b) Differentiate selling and buying styles.
  - (c) Importance of personal selling.
  - (d) Sales presentation and its role in selling.
  - (e) Roles and responsibilities of sales manager.
  - (f) Selling process and its objectives.
- Q25. Write notes on of the following:
- (a) Causes and effect of channel conflicts.
  - (b) Importance of specialized and primary distributors in Retailing era.
  - (c) Role of channel members in 'just-in-time' inventory management system.
- Q26. Write notes of the following :
- (a) Good selection promotes cost savings. comment
  - (b) What do you mean by socialization and assimilation in hiring process?
  - (c) Define the benefits of a good territory design.
  - (d) Define the purpose of sales budget.

- (e) Explain the steps involved in designing a compensation plan.
  - (f) Define AIDAS theory.
  - (g) What are the non-financial compensation plan?
- Q27. What can management do to reduce a salesperson's:
- (a) Role ambiguity?
  - (b) Role conflicts?
- Q28. Write short notes on of the following:
- (a) Selection procedure.
  - (b) Routing and scheduling sales personnel.
  - (c) Sales contest.
- Q29. Write short notes on of the following:
- (a) Reasons for channel conflicts.
  - (b) Selection of distributors .
- Q30. What do you mean by "Sales Management"? Is it a part of marketing Management?
- Q31. What do you mean by function of Sales Management? Compare the concept of past with present.
- Q32. Define market potential. How does it differ for sales potential? How is market potential estimated?
- Q33. Distinguish between sales potential and territory potential.
- Q34. What are the methods of sales forecast?
- Q35. "Sales volume objective , profit target and marketing capabilities require balancing act to choose the optimum strategy of sales" Elucidate.
- Q36. What are the steps involved in sales forecasting? Explain them briefly.
- Q37. Define sales territory. What are the objectives? How does it differ from "trade areas"?
- Q38. What are the objectives of Sales Management? Briefly discuss them.
- Q39. Write an essay on 'Personal Selling', bringing out clearly the concept, desirable qualities of sales persons and the process involved therein.
- Q40. Write an essay on strategies involved in personal selling, bring out clearly the communication Skill involved therein. What are its limitation?
- Q41. What are the purpose the sales territory serves? Explain them briefly.
- Q42. Explain how will you design a sales territory, highlighting steps involved therein .
- Q43. What do you mean by the terms" Sales territory design"?
- Q44. Explain the method of sales force assignment to territories having equal sales potential. Illustrate your answer with examples.
- Q45. Illustrate with suitable example the method of assignment of sales persons to territories having sales potential proportional to sales person' abilities.
- Q46. "Sales budget is the blueprint for sales. "Elucidate.
- Q47. Define Sales budget. What are its objectives, nature and principles?
- Q48. What are the method of preparing Sales Expense section of a sales budget?
- Q49. What do you mean by sales budgeting process? What are the steps involved in preparing a sales budget?
- Q50. "Budgets assist managerial control of activities." Explain this statement, bringing out clearly how far this assists managerial control at different levels.

- Q51. Define sales quota and explain its nature and scope.
- Q52. What are the major objectives of sales quota?
- Q53. "Sales quota become the basis for planning production , work force size and financial management." Comment.
- Q54. Explain the concept, nature and scope of sales quota.
- Q55. Name various types of sales quotas and explain them briefly.
- Q56. What do you mean by the terms " Sales territory design"?
- Q 57. 'Salesmanship is persuasion , communication and service '. Explain.
- Q58. "Salesmanship is persuasion applied to the sale of merchandise of services", Explain is personal selling necessary?
- Q59. Salesmanship is persuasive communication between a seller and a buyer. Explain.
- Q60. What is Salesmanship? Discuss whether it is an art or a science.
- Q61. Point out the importance of salesmanship in modern business.
- Q62. Examine the functions and responsibilities of sales manager.
- Q63. Enumerate the duties of sales manager.
- Q64. 'Salesmanship is service'.
- Q65. Discuss the role sales manager management in marketing functions.
- Q66. Sales presentation and its role in selling.
- Q67. Roles and responsibilities of sales manager.
- Q68. Selling process and its objectives.
- Q69. Discuss why it is important for an organization to set sales objectives objectives and sales budget.  
How sales budget is prepared?
- Q70. Suggest forecasting methods for following and explain why suggested method is most appropriate:
- (i) A slimming pill targeted to school girls
  - (ii) Flavoured soya milk for growing children
- Q71. What is sales territory? Why should firm go for designing sales territories?
- Q72. Explain the process of goal setting in sales management.
- Q73. Describe the Process of Personal Selling?
- Q74. What are the Theories of Selling?
- Q75. Define Sales Territories and its features? Also describe its procedure in brief?
- Q76. Describe Sales Budget and give its example?
- Q77. " Sales manager's job is one of the most complex and challenging one in an organization." Explain with reference to his responsibilities.
- Q78. Define Sales forecasting and discuss its objectives and importance.
- Q79. "The sales budget is the pivot of budgetary control". Discuss the statement and the method of its Preparation.
- Q80. What do you understand by sales territories? Explain the advantage of allocation of territories.
- Q81. What do you understand by sales organization? Why different types of sales organizations are made by different organizations? Explain.
- Q82. Explain the carrot and stick principle of Mc Gregor. How this is useful for motivating the sales force?

- Q83. Discuss the advantages and disadvantages of straight salary compensation plan.
- Q84. Explain the various steps involved in the hiring process of sales force
- Q85. Name the source of recruitment both within and outside the organization.
- Q86. How motivation, evaluation and compensation are related to each other? Briefly discuss the alternative models of sales force compensation.
- Q87. What are the major activities involved in planning sales personnel needs of an organization?
- Q88. Discuss the process of developing a sales organization. Which factors affect the size of the sales Organization?
- Q89. How can training needs of sales persons be identified? How do the learning styles of sales persons affects the design of the sales training program
- Q90. What is the 80-20 principle, and how does it apply to sales performance evaluation? Also explain The reasons for mis-directed efforts.
- Q91. "Performance evaluation is a part of marketing audit". Comment. Also explain how the evaluation System be used to direct the efforts of sales people?
- Q92. Sales contests offer incentives beyond the compensation plan. Explain the importance of sales contest and the objections associated with it.
- Q93. What are the relevant concepts involved in Training and Development program.
- Q94. What is the importance of distribution channel? How channel members add value while distribution of different products to the end users?
- Q95. Discuss the factors considered while deciding the distribution channel for an organization.
- Q96. How 'sales and distribution' functions are complementary to each other? Discuss with suitable Example.
- Q97. Differentiate between primary and specialized distribution.
- Q98. Explain in detail the distribution channel strategy. Also explain the various Kinds of distribution channel strategy. Also explain the various Kinds of distribution policies based on the attributes of objectives, customers and marketing orientation.
- Q99. What do you mean by marketing systems? Differentiate between vertical marketing system and Horizontal marketing system . Explain with suitable diagram and examples.
- Q100. Describe how channel members are selected, motivated and evaluated for effective Implementation and results from distribution system.