Birla Institute of Management LIBRARY M.P.

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IV Semester M.B.A. Degree Examination, October - 2021

MANAGEMENT

Sales And Distribution Management And Retailing

(CBCS Scheme 2019-20)

Paper : 4.3.1

Time : 3 Hours **Maximum Marks : 70**

SECTION - A

Answer any **Five** questions, each carries **5** marks. **(5×5=25)**

1. What is a distribution channel? Explain the levels of Distribution channels.
2. Explain the methods of prospecting in personal selling.
3. What are the sales force training methods at entry level and middle level sales positions?
4. Explain the relevance of any one of the theories of Retailing to the organised retail firms.
5. Explain the role of logistics management in retail inventory management.
6. Explain with example the methods of Visual Merchandising in organized retailing.
7. Explain the merits and demerits of online channels in retailing?

SECTION - B

Answer any **Three** questions, each carries 10 marks. **(3×10=30)**

8. Discuss the need of integration and coordination of sales and distribution function with the help of an example.
9. Discuss the role Information Technology in sales force management in terms of sales force performance evaluation and sales territory management.
10. Analyse the customer management practices in organised and unorganised retailing in India. Also highlight the unique features of organised retailing.
11. Discuss the marketing mix strategy of retail firms with emphasis on merchandising and retail sales force management.

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SECTION - C

Compulsory Question. (1×15=15)

Assuming yourself as sales manager of a FMCG and SMCG goods marketing firm, you need to recruit and train sales people for various territories. Explain, the factors which you consider to determine the quality and size of the sales force you need to recruit. Also outline the factors you consider while designing sales training programme.