

April 2014

Master of Business Administration (MBA) Examination

III Semester

Sales and Distribution Management

Time : 3 Hours]

[Max. Marks : 80

Note : Attempt any four questions from Section A. All the questions carry equal marks. Section B is compulsory and carries 20 marks.

Section A

1. Elucidate the role of Personal Selling in Marketing Mix.
2. Explain the "AIDAS" and Buying Formula" theories of selling.
3. Discuss the non-statistical methods of sales forecasting including "Delphi Techniques?", "Consumer's Clinic" and "Experts Opinion" method with their merits and demerits.
4. Explain the methods of salesforce training.
5. Explain the difference between wholeselling and retailing.
6. Which factors are most critical in selecting and distribution channel?

Section B

7. Analyse the Situation and Recommend your comments / suggestions :
A Fast Food Restaurant Group is considering to open its operations in Jaipur, in order to develop a strong distribution network and effective supply chain, with focus on "fast order processing", effective inventory management multi-mode transportation in the range of 50-70 kms. of Jaipur.
Prepare your physical distribution plan with suitable recommendations / suggestions covering critical points.