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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA
(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA IEV

SEM: III - THEORY EXAMINATION (2025 - 2026)

Subject: Sales and Distribution Management

Time: 3 Hours

Max. Marks: 100

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of **three Sections -A, B, & C**. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.

2. Maximum marks for each question are indicated on right -hand side of each question.

3. Illustrate your answers with neat sketches wherever necessary.

4. Assume suitable data if necessary.

5. Preferably, write the answers in sequential order.

6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION-A

20

1. Attempt all parts:-

- 1-a. In ___ salespeople will have areas or specific geographical locations assigned for them and specific accounts will also be designated. (CO1, K2) 1
- (a) Business selling
- (b) technical selling
- (c) trade sales
- (d) Missionary sales
- 1-b. Designing sales force strategy and structure, recruitment and selection, training, compensation and evaluation are the major steps of _____. (CO1, K2) 1
- (a) Designing sales force
- (b) Sales force management
- (c) Sales force strategy
- (d) Structure of sales force
- 1-c. The quantitative methods of salesforce appraisal include: (CO2, K2) 1
- (a) Merit rating
- (b) customer's opinion
- (c) Analysis of sales records and reports
- (d) personal observation
- 1-d. This method is used by the trainers to present more information in a short time to a large number of participants. (CO2, K2) 1
- (a) Lecture
- (b) Demonstration
- (c) Group discussion

- (d) None of the above
- 1-e. Marketing Channels are group of _____ firms involved in the process of making a service or product available for consumption. (CO3, K2) 1
- (a) Independent
- (b) Interdependent
- (c) Both a and b
- (d) None of the above.
- 1-f. Appraisal of salesmen on the basis of their traits is known as _____. (CO3, K2) 1
- (a) personal observation
- (b) customer opinion
- (c) merit rating
- (d) ratio analysis
- 1-g. A manufacturer selling a physical product and service needs _____. (CO4, K2) 1
- (a) A service channel
- (b) A delivery channel
- (c) A sales channel
- (d) All of the above
- 1-h. ICICI Bank uses a combination of _____. (CO4, K2) 1
- (a) Single channel
- (b) Two channels
- (c) Hybrid channels
- (d) None of the above
- 1-i. Avon, Amway, and Tupperware use which of the following forms of channel distribution? (CO5, K2) 1
- (a) direct marketing channel
- (b) indirect marketing channel
- (c) forward channel
- (d) fashion channel
- 1-j. When suppliers, distributors, and customers partner with each other to improve the performance of the entire system, they are participating in a _____. (CO5, K2) 1
- (a) value delivery network
- (b) channel of distribution
- (c) supply chain
- (d) demand chain

2. Attempt all parts:-

- 2.a. Define supervisory salesmen. Give an example. (CO1, K1) 2
- 2.b. Give the relevance of using case studies in sale training. (CO2, K2) 2
- 2.c. Describe Sales forecasting. (CO3, K2) 2
- 2.d. Highlight the role of retailers. (CO4, K2) 2
- 2.e. Discuss vertical integration. (CO5, K2) 2

SECTION-B

30

3. Attempt all parts:-

3.a. Answer any one of the following:-

3.a.(i) Explain why is personal selling considered a two way process. Also highlight the characteristics of personal selling. (CO1, K2) 6

3.a.(ii) Describe the nature and scope of Sales Management. (CO1, K2) 6

3.b. Answer any one of the following:-

3.b.(i) Determine the internal sources of recruitment of salespersons. (CO2, K3) 6

3.b.(ii) Analyze the factors that influence the design of sales territories. (CO2, K4) 6

3.c. Answer any one of the following:-

3.c.(i) Elaborate how sales budgets help in developing core strategies for the business. (CO3, K4) 6

3.c.(ii) Discuss the advantages and disadvantages of sales territories management. (CO3, K4) 6

3.d. Answer any one of the following:-

3.d.(i) Compare and discuss the functions of different types of Retailers. (CO4, K4) 6

3.d.(ii) Analyze the functions of various types of Wholesalers. (CO4, K4) 6

3.e. Answer any one of the following:-

3.e.(i) Analyze the functions and qualities of an 'Effective Sales Executive'. (CO5, K4) 6

3.e.(ii) Differentiate Between Direct and Indirect Distribution Channels. (CO5, K4) 6

SECTION-C

50

4. Answer any one of the following:-

4-a. Differentiate between approach, pre approach and presentation in the process of personal selling. (CO1, K4) 10

4-b. Explain the difference between AIDAS theory of selling and the buying formula theory of selling. Explain by taking the example of any sales situation of your choice. (CO1, K4) 10

5. Answer any one of the following:-

5-a. Explain how a company fills up its sales positions in an organisation giving examples of a Job description and Job specification of a sales profile. (CO2, K3) 10

5-b. Elucidate the various methods of sales training highlighting their advantages and disadvantages. (CO2, K4) 10

6. Answer any one of the following:-

6-a. Explain components of compensation would you suggest for the following and why ?(i).A young bachelor selling computer software to organisations. (ii).A married senior salesperson with grown – up children, selling consumer durables. (CO3, K3) 10

6-b. Analyze the importance of monitoring the performance of salesforce and discuss the methods of evaluating Salesforce performance. (CO3, K4) 10

7. Answer any one of the following:-

7-a. Discuss the factors considered while deciding the distribution channel for an organization. (CO4, K4) 10

- 7-b. Describe how channel members are selected, motivated and evaluated for effective Implementation and results from distribution system. (CO4, K2) 10
8. Answer any one of the following:-
- 8-a. Evaluate the roles and functions of sales manager in marketing. (CO5, K5) 10
- 8-b. Examine the principles of Channel Management and application of Channel Information System. (CO5, K3) 10

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