



MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WEST BENGAL

Paper Code : MM 403 SALES & DISTRIBUTION MANAGEMENT

UPID : 004678

Time Allotted : 3 Hours

Full Marks :70

The Figures in the margin indicate full marks.

Candidate are required to give their answers in their own words as far as practicable

Group-A (Very Short Answer Type Question)

1. Answer any ten of the following :

[1 x 10 = 10]

- (I) What are the skills required for a sales associate?
- (II) What plays most dominant role in SCM?
- (III) Why Supply chains can be tremendous assets to companies?
- (IV) What is the meaning of Financially oriented supply chains
- (V) Give an example of retail format in India?
- (VI) Define the term called "Key influencers"
- (VII) Why intermediaries are so important for a manufacturer?
- (VIII) What are the 2 main methods of sales process?
- (IX) What multi-channel conflict means?
- (X) Mention types of recruitment process used in Personal selling?
- (XI) What is the length of marketing channel?
- (XII) What is the full form of FABing?

Group-B (Short Answer Type Question)

Answer any three of the following :

[5 x 3 = 15]

2. What are the characteristics required for a sales manager? [5]
3. What are the differences between retailer & a sales agent? [5]
4. What is sales management [5]
5. Define the concept of multi-channel marketing system with proper example. [5]
6. Explain the following statement: All prospects are not customers but all customers are prospects [5]

Group-C (Long Answer Type Question)

Answer any three of the following :

[15 x 3 = 45]

7. Write down the functions of warehousing, Transportation & Inventory system [15]
8. Elaborate the concept of "Approach " in personal selling process with proper example [15]
9. What are the different types of retail formats in India? [15]
10. What are the different types of recruitment & selection procedures are applied for sales personnel? [15]
11. How to built the strategy for sales management? [15]

*** END OF PAPER ***