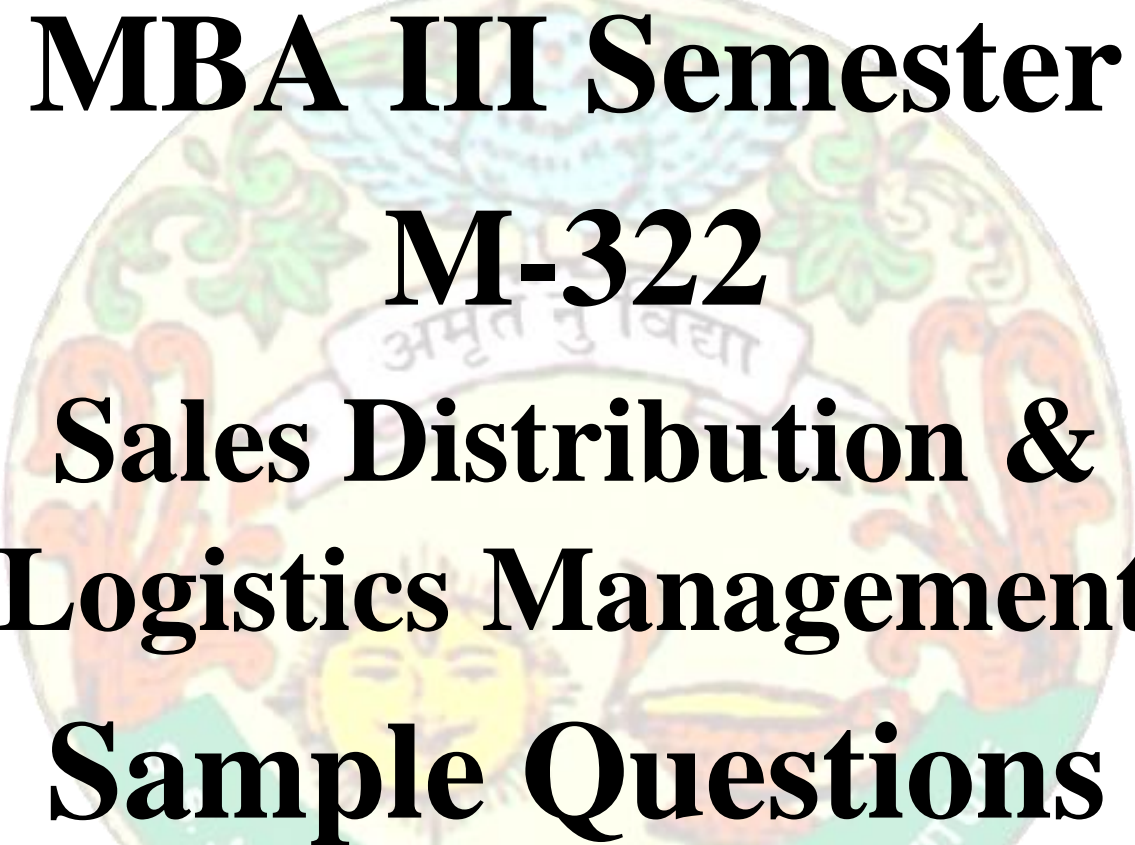


S. S. Jain
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MBA III Semester
M-322
**Sales Distribution &
Logistics Management**
Sample Questions

Part A: Short answer question (up to 25 words)

Part B: Analytical/ problem Solving questions

**Part C: Descriptive/ Analytical/ Problem Solving/
Case questions.**

PART-A

Unit 1

Q1 What is sales management?

Q2 What is process of sales Management?

Q3 State different types of distribution buyer seller Dyad.

Unit 2

Q4 Explain the functions of sales manager.

Q5 Discuss the Analysis of sales budget.

Q6 List the factors affecting sales productivity.

Unit 3

Q7 What do you mean by salesmanship?

Q8 What is a sale forecasting?

Q9 What is transportation system management and operations?

Unit 4

Q10 What are the factors which affects the choice of channel of distribution?

Q11 Why is motivation of sales for important?

Q12 Discuss the objectives of distribution management.

Unit 5

Q13 What is physical distribution management.

Q14 Define sales territory.

Q15 Explain the term sales Quota.

Unit 6

Q16 Difference between marketing and selling.

Q17 What are the methods of sale forecast?

Q18 Sales budget performance is the blueprint of sales

Unit 7

Q19 What are the steps involved in designing a compensation plan?

Q20 What is Channel Design?

Q21 Discuss Marketing Channel?

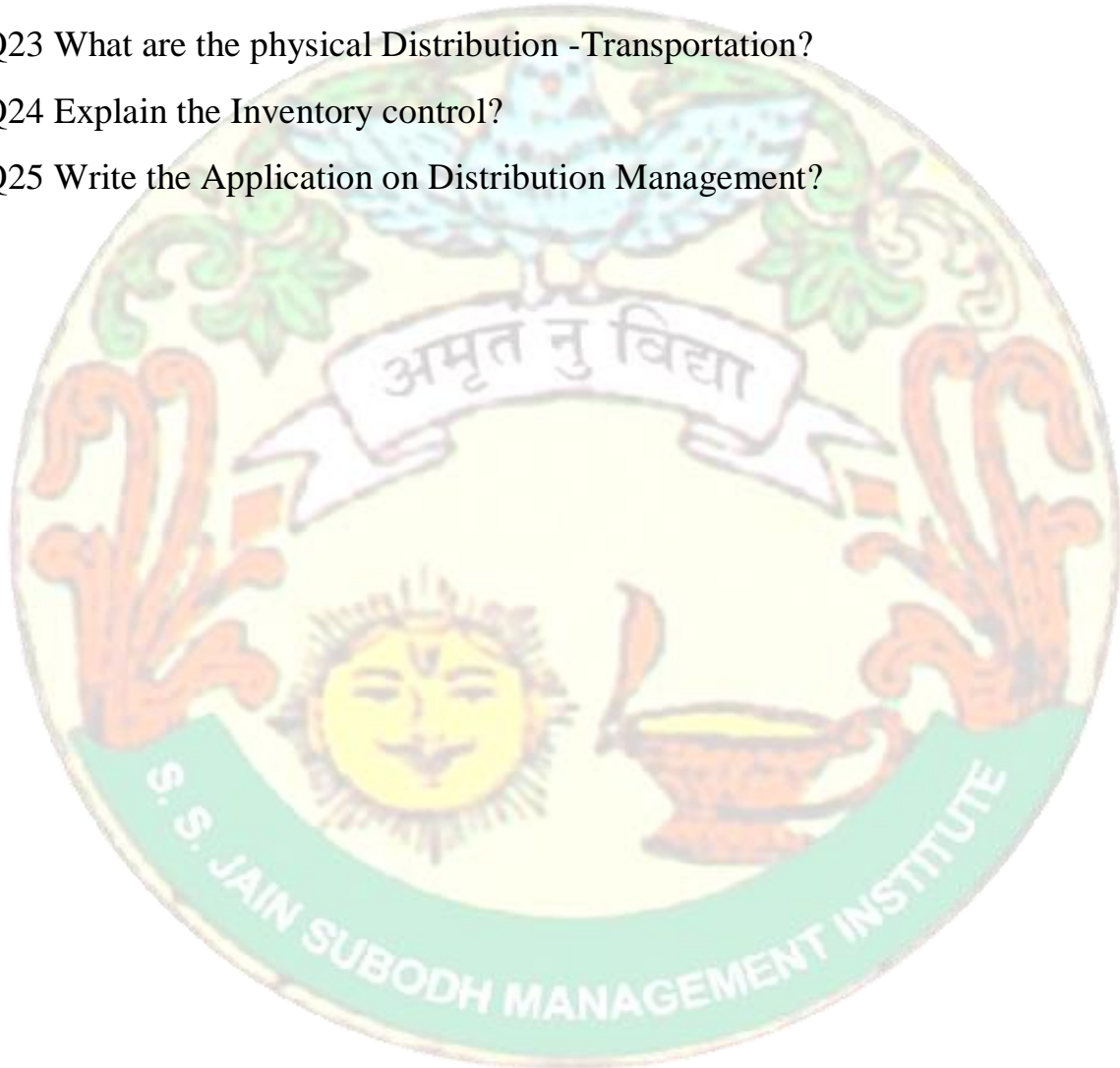
Q22 Explain the evaluation of channel performance?

Unit 8

Q23 What are the physical Distribution -Transportation?

Q24 Explain the Inventory control?

Q25 Write the Application on Distribution Management?



PART-B

Unit 1

- Q1 What are the process and role of Salesmanship, explain with Example?
- Q2 Discuss the process of personal selling and their benefits
- Q3 What are the salesmanship management having benefit in logistic management?

Unit 2

- Q4 “Sales volume objectives, profit target and marketing capabilities require balancing act to choose the optimum strategy of sales” Elucidate.
- Q5 Distinguish between sales potential and territory potential?
- Q6 Briefly explains sales budgeting process and the steps involved in preparing a sales budget?

Unit 3

- Q7 “Sales quota become the basis for planning production, work for size and financial management” comment.
- Q8 Discuss why it is important for an organisation to set sales objectives and sales budget. How sales budget is prepared?
- Q9 Explain the various steps involved in the hiring process of sales force.

Unit 4

- Q10 How motivation, evaluation and compensation are related to each other? Briefly discuss the alternative models of sales force compensation.
- Q11 “Performance evaluation is a part of marketing audit”. Comment. Also explain how the evaluation system be used to direct the efforts of sales people.
- Q12 What is the importance of distribution channel?

Unit 5

- Q13 What do you mean by marketing system? Differentiate between vertical marketing system and horizontal marketing system?
- Q14 Explain in details the distribution channel strategy. Also explain the various kinds of distribution channel strategy?

Unit 6

Q15 What is the 80-20 Principle, and how does it apply to sales performance evaluation?

Q16 Describe how channel members are selected, Motivated and evaluated for effective implementation and results from distribution system.

Q17 What are the relevant concepts involved in training and development program.

Q18 How can training needs of sales person be identified? How do the learning styles of sales person affect the design of the sales training program.

Unit 7

Q19 Discuss the advantages and disadvantages of straight salary compensation plan.

Q20 What are the major activities involved in planning sales personnel needs of an organisation?

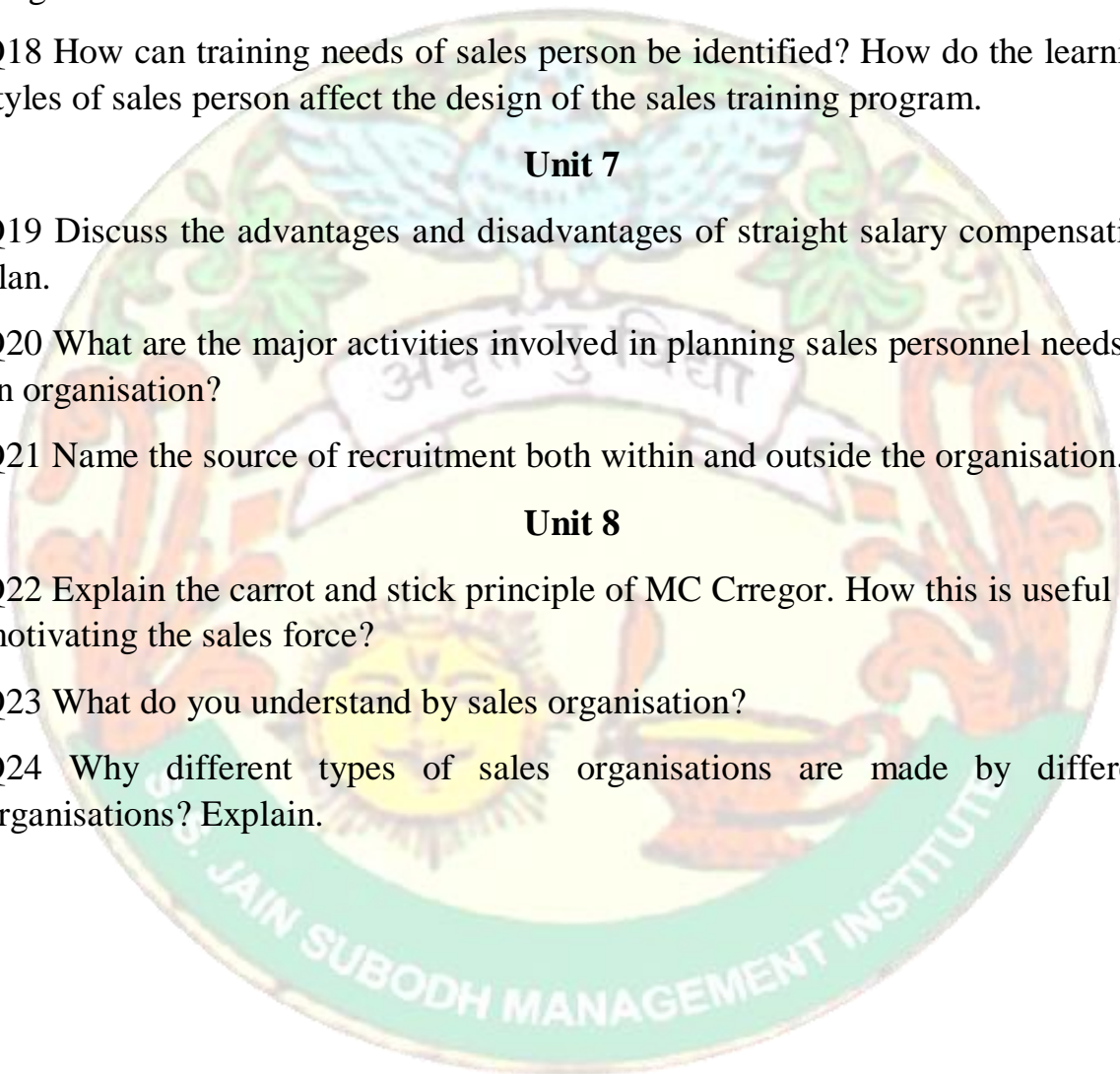
Q21 Name the source of recruitment both within and outside the organisation.

Unit 8

Q22 Explain the carrot and stick principle of MC Cregor. How this is useful for motivating the sales force?

Q23 What do you understand by sales organisation?

Q24 Why different types of sales organisations are made by different organisations? Explain.



PART-C

Unit 1

Q1 “The sales budget is the pivot of budgetary control”. Discuss the statement and the method of its preparation.

Unit 2

Q2 “Sales manager’s job is one of the most complex and challenging one in an organisation”. Explain with reference to his responsibilities.

Unit 3

Q3 Suggest forecasting methods for following and explain why suggested method is most appropriate

- (a) A Slimming Pill targeted to school girls.
- (b) Flavoured soya milk for growing children.

Unit 4

Q4 Write notes of the following

- (a) Good selection promotes cost savings, comment.
- (b) What do you mean by socialisation 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?

Unit 5

Q5 “Salesmanship is a persuasion applied to the sale of merchandise of service”. Explain?

Unit 6

Q6 Critically examines the relative advantages and disadvantages of various modes of transportation commonly used for distribution.

Unit 7

Q7 What are the various channel intermediaries frequently used for distribution, with illustrations?

Q8 Recommend suitable techniques for controlling the efforts of the sales team. Give example to support answer.

Unit 8

Q9 Highlight the objective of personal selling and steps involved in the process.

Q10 Critically examines ethical and legal issues involved in sales and distribution management in India.

