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

MBA (Integrated)

SEM: VIII - THEORY EXAMINATION (2025 - 2026)

Subject: Sales and Distribution Management

Time: 2.5 Hours

Max. Marks: 60

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

15

1. Attempt all parts:-

(1.1) The AIDA model stands for.....(CO1,K1)

1

- (a) Action, Interest, Desire, Attention
- (b) Attention, Interest, Desire, Action
- (c) Awareness, Interest, Decision, Action
- (d) None

(1.2) Sales organisation defines..... (CO2,K2)

1

- (a) Structure
- (b) Cost
- (c) Price
- (d) None

(1.3) Sales motivation helps in..... (CO3,K2)

1

- (a) Increasing morale
- (b) Reducing effort
- (c) Creating confusion
- (d) None

(1.4) Distribution channel means..... (CO4,K1)

1

- (a) Path of product
- (b) Production line
- (c) Sales force
- (d) None

(1.5) Channel management involves.....(CO5,K1)

1

- (a) Planning
- (b) Control
- (c) Coordination
- (d) All

2. Attempt all parts:-

- (2.1) State the meaning of selling. (CO1,K1) 2
- (2.2) Explain line organization. (CO2,K2) 2
- (2.3) Explain financial incentive. (CO3,K2) 2
- (2.4) Define distribution channel. (CO4,K2) 2
- (2.5) Define channel management. (CO5,K2) 2

SECTION-B

15

3. Answer any three of the following:-

- (3.1) Explain the concept and importance of personal selling. (CO1,K2) 5
- (3.2) Explain the concept and importance of sales organization. (CO2,K2) 5
- (3.3) Discuss various types of sales compensation plans. (CO3,K1) 5
- (3.4) Explain the concept of distribution channels. (CO4,K2) 5
- (3.5) Explain the concept of channel management. (CO5,K2) 5

SECTION-C

30

4. Answer any one of the following:-

- (4.1) Explain the complete process of personal selling with diagram. (CO1,K2) 6
- (4.2) "High competition reduces sales." Suggest selling strategies. (CO1,K3) 6

5. Answer any one of the following:-

- (5.1) Explain different types of sales organization structures. (CO2,K2) 6
- (5.2) Discuss recruitment and selection process of salespeople. (CO2,K2) 6

6. Answer any one of the following:-

- (6.1) Explain sales motivation and its importance. (CO3,K2) 6
- (6.2) Describe methods of sales forecasting. (CO3,K1) 6

7. Answer any one of the following:-

- (7.1) Discuss direct and indirect distribution. (CO4,K2) 6
- (7.2) Describe functions of intermediaries. (CO4,K2) 6

8. Answer any one of the following:-

- (8.1) Explain channel management in detail. (CO5,K2) 6
- (8.2) Explain causes of channel conflict. (CO5,K2) 6