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

MBA

SEM: IV - 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:-

- (1.1) _____ is a term used to describe the activities that lead to the selling of goods or services. (CO1, K1) 1
- (a) Sales
- (b) Personal Selling
- (c) Sales Management
- (d) Salesmanship
- (1.2) Designing sales force strategy and structure, recruit and select, training, compensation, supervise and evaluation are the major steps of _____.(CO1, K1) 1
- (a) Designing sales force
- (b) Sales force management
- (c) Sales force strategy
- (d) Structure of sales force
- (1.3) _____ is the most fundamental forms of the sales organization.(CO2, K1) 1
- (a) Committee sales organisation
- (b) line sales organisation
- (c) line and staff sales organisation
- (d) None of the above
- (1.4) Achieving volume of sales is a _____ function of a salesperson.(CO2, K1) 1
- (a) Line function
- (b) staff function
- (c) line and staff function

- (d) all of the above
- (1.5) One of the purpose of sales quota is to evaluate the(CO3, K1) 1
- (a) Performance
- (b) Goals and incentives
- (c) Salesperson activities
- (d) None of the above
- (1.6) _____ increases competition among the salesmen, by maximizing their effort to boost up the sales.(CO3, K1) 1
- (a) conferences
- (b) meetings
- (c) sales contests
- (d) all of the above
- (1.7) The goal of marketing logistics is to:(CO4, K1) 1
- (a) Maximize profits
- (b) Deliver right product, place, time, lowest cost
- (c) Minimize logistics cost
- (d) Maximize customer satisfaction
- (1.8) Most used mode of transport for logistics in India (CO4, K1) 1
- (a) Road
- (b) Rail
- (c) Water
- (d) Air
- (1.9) This type of wholesaler provides full services including stocking, sales, and credit. (CO5, K2) 1
- (a) Brokers
- (b) Drop shippers
- (c) Retailers
- (d) Merchant wholesalers
- (1.10) Why is demand forecasting important for wholesalers?(CO5, K1) 1
- (a) Helps plan stock levels
- (b) Reduces sales
- (c) Removes intermediaries
- (d) Builds advertisements

2. Attempt all parts:-

- (2.1) Give the full form of AIDAS.(CO1, K1) 2
- (2.2) Give the importance of evaluation of the training programme.(CO2, K2) 2
- (2.3) Enumerate any 4 factors affecting the size of sales territories.(CO3, K2) 2
- (2.4) Define Cross docking.(CO4, K2) 2
- (2.5) Define Agents.(CO5, K2) 2

SECTION-B

30

Answer any one of the following:-

- (3.1) Differentiate among selling, salesmanship and sales management on the basis of reach, coverage and scope. (CO1, K4) 6
- (3.2) Explain why personal selling is considered a two-way process. Also highlight the process of personal selling. (CO1, K2) 6

Answer any one of the following:-

- (3.3) Discuss the relevance of attending sales meetings.(CO2, K2) 6
- (3.4) Explain the line and staff functions of salespersons in detail. (CO2, K2) 6

Answer any one of the following:-

- (3.5) Discuss the advantages and disadvantages of sales territories management. (CO3, K2) 6
- (3.6) Elaborate the limitations of sales forecasting. (CO3, K2) 6

Answer any one of the following:-

- (3.7) Identify and elaborate on the major sources of conflict in marketing channels.(CO4, K2) 6
- (3.8) Describe any three types of marketing intermediaries.(CO4, K2) 6

Answer any one of the following:-

- (3.9) Define Full service merchant wholesalers and state its different types.(CO5, K2) 6
- (3.10) Describe different store based retail formats.(CO5, K2) 6

SECTION-C 50

4. Answer any one of the following:-

- (4.1) Describe the kind of salesman a wholesaler should choose to sell dress material.(CO1, K3) 10
- (4.2) Elaborate the scope of sales management in detail. (CO1, K2) 10

5. Answer any one of the following:-

- (5.1) Design a training process for salespersons for a cosmetic store. Also discuss the method of training which will be best suited. (CO2, K3) 10
- (5.2) Discuss the principles of sales training and explain how do they act as a basis of smooth functioning of sales training programme.(CO2, K2) 10

6. Answer any one of the following:-

- (6.1) If you were assigning sales quotas to your salesmen selling fertilizers in the rural markets, discuss the attributed of a sales quota plan that you need to keep in mind.(CO3, K3) 10
- (6.2) Explain the various methods of setting sales budgets.(CO3, K2) 10

7. Answer any one of the following:-

- (7.1) Evaluate the role of technology in improving logistics and channel performance.(CO4, K5) 10
- (7.2) Zappy Electronics uses multiple channels to distribute its products: retail stores, e-commerce websites, and direct sales. However, conflicts have arisen between their online and offline partners due to pricing differences. Q1. What kind of channel conflict is this? 10

Q2. Recommend two ways to resolve such multichannel conflicts. (CO4, K3)

8. Answer any one of the following:-

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| (8.1) | Depict the classification of Retailers with suitable examples.(CO5, K2) | 10 |
| (8.2) | Design a retail location selection framework for a new premium grocery store in a tier-2 city like Lucknow. (CO5,K6) | 10 |

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