**SDM Model Question Paper MBA-IV**

**Paper no. 24B\***

**I.FILL IN THE BLANKS (2 marks each) 2X10=20**

1. Write two Essentials of sales presentation ­­­­­­­­­­­­­­­­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. What are the two forms of demonstration in selling Process \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3. Job Analysis consist of two sub divisions, they are ­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ & \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

4. What are the two sources of recruitment \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

5. What are the two attributes of Third party mechanism?

i)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

ii)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

6. What are the two types of conflict?

i)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

ii)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

7. Write any two components of physical distribution system \_\_\_\_\_\_\_\_\_\_\_\_ &\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

8. What are the two methods used for deciding basic territories, while designing a sales territory:-

i)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

ii)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

9. Write any two managerial functions of sales Mgmt:-

i)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

ii)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

10. Write the full form of AIDAS\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. **SHORT ANSWER TYPE QUESTION (Answer any four) 4x5=20**
2. What is distribution channel; explain its function, levels and factors determining the choice of distribution channel.

**2.** What are sales territories?

**3.** What is channel management, also describe about channel conflict and conflict resolution techniques.

**4.** What is relationship marketing; also explain the value added services?

**5.** Explain the complete process of recruitment of sales person.

**6.** Discuss about the eligibility of a good prospect.

1. **LONG ANSWER TYPE QUESTION (Answer any two) 2x15=30**

**1.** What are sales territories? Give some light on the followings:-

* **ASSIGNING SALESPEOPLE TO TERRITORIES**
* **MANAGING TERRITORY COVERAGE**
* **ROUTING**
* **SCHEDULING**
* **TIME MANAGEMENT TOOL**

**2.** What is channel management, also describe about channel conflict and conflict resolution techniques.

**3.** What is distribution channel; explain its function, levels and factors determining the choice of distribution channel.

**4.** Explain the complete process of recruitment of sales person.