

JK Lakshmipat University, Jaipur
INSTITUTE OF MANAGEMENT

End Term Examination, November 2024
BBA Semester III, 2023-26

Roll No.....

MA1128 : Sales & Distribution Management

Time: 2.0 hours

Max. Marks: 30

Instructions to students:

1. Do not write anything, other than your roll number, on the question paper
2. All questions are compulsory

Q. 1.1	"If you pay a salesperson enough, you will have a well motivated salesforce." Comment.	2.5 (LO2,3)
Q. 1.2	Describe briefly the steps involved in designing and executing a sales training program.	2.5 (LO2,3)
Q. 2.1	Explain briefly the steps involved in designing an effective compensation plan.	2.5 (LO2,3)
Q. 2.2	Which of the theories of motivation you would recommend for motivating salesforce? Why?	2.5 (LO2,3)
Q. 3.1	Discuss the functions of a marketing channel with suitable exmples.	3.0 (LO1,4)
Q. 3.2	What are the different distribution strategies adoped by manufacturers. Elaborate with examples and justification?	3.0 (LO1,4)
Q. 4.1	How should a service be distributed? Elaborate on the in context to the different types of services?	4.0 (LO1,4)
Q. 4.2	Explain the concept of service distribution using Franchising. What makes franchising so attractive.	3.0 (LO1,4)
Q. 5.1	Channels of future shall look different from their counterparts of present. Explain in context to the changing environment and reorientation of channels.	4.0 (LO1,4)
Q. 5.2	Are all channel conflicts harmful for a manufacturer ? When should the manufacturer act in case of a conflict?	3.0 (LO1,4)

All the best!