



Institute of Management
JK LakshmiPat University
Jaipur



END TERM EXAMINATION 2016

MBA (FT) Sem -IV (2014-16)
MM: 50 Marks

Course: Sales & Distribution Management
Time: 3 Hours
Subject code: MBAMK0302

Instructions: Attempt any three questions from Section A. Section B is compulsory.

Section A

- Q1. What do you understand by Personal Selling? Discuss the steps involved in personal selling process. (2+8 marks).
- Q2. Write short notes on any two of the following:
(A) AIDAS theory of selling
(B) Principles of organization design.
(C) Cornerstone of selling (5x2 marks).
- Q3. Poor sales performance is attributed to salesman knowing his product not his customer, suggest how you will implement individualised strategy for each sales call to ensure effective selling. (10 marks).
- Q4. What do you understand by training, discuss phases of a professional training program? (2+8 marks).
- Q5. Define leadership? Discuss specific characteristics and skills required for effective leadership. (2+8 marks)

Section B

- Q6. A review of evolving practices suggest that successful companies have moved from supply chain management to demand chain planning, eventually creating value networks, discuss with the help of SIVA integrated model of value networks. (20 marks)