

**Bharati Vidyapeeth**  
**(Deemed to be University), Pune**  
**School of Distance Education**

<b>Assignment No.</b>		<b>Name of the Assignment Setter:</b>		<b>Mr.MANJEET KUMAR</b>	
<b>Course Code:</b>	<b>MK03</b>	<b>Class:</b>	<b>MBA/E-MBA/MBA-HR</b>	<b>Semester:</b>	<b>IV</b>

<b>Subject:</b>	<b>SALES AND DISTRIBUTION MANAGEMENT</b>
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Q.1) Attempt **ANY ONE** of the **Following (1000 Words)** (10)

- a) Explain the process of personal selling. Explain the roles and skills of modern sales managers.
- b) What is channel information system? Discuss its role & importance for the success of a corporate retail outlet.

Q.2) Attempt **ANY TWO** of the **Following (800 Words)** (12)

- a) Discuss the steps involved in evaluating and controlling the sales force.
- b) What is channel information system? Discuss its role and importance for the success of a corporate retail outlet.
- c) Explain various types of channels of distribution. How does a marketing manager select a distribution channel in case of a consumer durable firm?
- d) What are the channel conflict? What are their sources? How can a company resolve conflicts in distribution channels?

Q.3) Write Short Notes on **(ANY TWO)** (08)

- a) Sales Territories
- b) Personal Selling
- c) Wholesaler
- d) Sales quotas

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