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MS-62

June – Examination 2020

**Master of Business Administration
Examination**

Sales and Distribution Management

Paper : MS-62

Time : 3 Hours]

[Maximum Marks : 70

Note :- Attempt any *five* questions. Each question carries equal marks.

1. Discuss the process of personal selling.
2. Examine the factors affecting size and type of sales organization.
3. Discuss the compensation plans for sales force in an organization.
4. Discuss the parameters used for monitoring sales force.

5. Write a critical note on Indian distribution system.
6. Review the significance of physical distribution in Marketing Management.
7. Discuss major components of customer service in view of physical distribution.
8. Discuss the control issues in a distribution system.
9. Examine the problems in motivating channel members.
10. Discuss emerging issues in sales and distribution management.

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