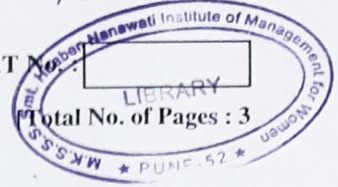


Total No. of Questions : 5]

P-3772

SEAT



[6025]-50

M.B.A.

SC-MKT-04: SALES AND DISTRIBUTION MANAGEMENT
(2019 Pattern) (Semester - III) (305MKT)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) All questions are compulsory.
- 2) Figures to the right indicate full marks.

Q1) Answer any five out of 8 questions (2 marks each):

[10]

- a) What is the full form of CIS.
 - i) Channel Informational System
 - ii) Channel Induced System
 - iii) Channel Information System
 - iv) Channel Incorporated System
- b) The Sales force can play a central role in achieving a marketing orientation strategy, by
 - i) Maintaining in frequent contact with customers.
 - ii) Collecting and disseminating market information.
 - iii) Focusing on cutting cost.
 - iv) Following the competition need.
- c) At a corporate level, a sales forecast is used for:
 - i) Changing commission pay schedules
 - ii) Developing local sales promotions
 - iii) Allocating Resources across functional areas
 - iv) Setting sales quotas.

P.T.O.

- d) Which of the following is not a typical marketing channel members.
- i) Commission Merchants
 - ii) Retailers
 - iii) Producers
 - iv) Selling agents
- e) With respect to a channel of distribution, the number of intermediary levels within the channel indicates the _____ of a channel.
- i) Width
 - ii) Depth
 - iii) Length
 - iv) Similarity
- f) Define Sales Management
- g) Explain the concept of Relationship selling.
- h) What is sales forecast?

Q2) Answer any Two (5 marks each):

[10]

- a) Explain different level of Distribution channels.
- b) Explain objectives of Sales Management.
- c) Explain the concept & Scope of logistics.

Q3) Answer any one :

[10]

- a) "Compensating sales persons is different from employees of other departments". Explain the reasons as per statement.
- b) Explain the importance of Sales forecasting. Also explain various methods of 'Sales forecasting'.

Q4) Answer any one :

[10]

- a) Describe how channel members are selected, motivated and evaluated for effective implementation and results from distribution system.
- b) What do you understand by channel Information system? Explain elements of Channel Information system.

Q5) Answer any one :

[10]

- a) What do you understand the term whole selling. Explain major activities under wholeselling.
- b) Suggest forecasting method for following & explain why suggested method is most appropriate.
 - i) A slimming pill targeted to school girls.
 - ii) Flavoured Soya milk for growing children.

* * *

LIBRARY

[Total No. of Pages : 2]

SEAT No. :

LIBRARY

[Total No. of Pages : 2]

M.B.A.-II

Time : 2½ Hours]

[Max. Marks : 50]

- 1) Draw neat labeled diagrams wherever necessary.
- 2) Black figures to the right indicate full marks.
- 3) All questions are compulsory.

Q1) Solve any five.

- a) Define sales management. [2]
- b) Match the following.
- | | |
|-----------------------------------|--------------------------------------|
| A) Advertisement | i) Managing public opinion |
| B) Public relations communication | ii) Impersonal form of Communication |
| C) Sales promotion | iii) Oral presentation of message |
| D) Personal selling | iv) Short term incentives |
- c) Define the concept of selection [2]
- d) _____ refers to the exchange of goods or commodities against money or service [2]
- | | |
|-----------------|-------------|
| 1) Distribution | 2) Place |
| 3) Sales | 4) Myopia |
| i) 1 | ii) 1 and 2 |
| iii) 2 and 4 | iv) 3 |
- e) Mr. Kumar, the new national sales manager is learning about the internal organizational environment in his company. He will learn about all of the following Except [2]
- | | |
|---------------------------|-------------------------------------|
| i) Human Resources | ii) Financial Resources |
| iii) Service Capabilities | iv) Social and cultural environment |

P.T.O.

- f) John, the sales manager, for a building materials company, Knows the customers in one profitable sales territory, are particularly hostile to women sales reps. John faces an ethical dilemma primarily in the area of: [2]
- i) Determining compensation and incentives.
 - ii) Equal treatment of hiring and promotion
 - iii) Respect for individuals in supervisory and training programs.
 - iv) Fairness in the assignment of sales territories.
- g) What is sales forecasting? [2]
- h) Define selling and marketing. [2]

Q2) Solve any two:

- a) What is personal selling? Explain the objectives of personal selling. [5]
- b) Define franchisee. state its advantages and disadvantages. [5]
- c) State the difference between vertical marketing system and horizontal marketing system? [5]

Q3) Solve any one.

- a) Define sales organization, state objectives and structure of sales organization. [10]
- b) What is E-Tailing, state advantages and disadvantages of E-tailing. [10]

Q4) a) What is whole saling. State the functions of whole saling. [10]

OR

- b) Defines sales force. what are the motivational factors of sales force. [10]

Q5) a) Define distribution management. State the need and scope of distribution channels [10]

OR

- b) Define logistics management. State the scope and components of logistics management [10]

Total No. of Questions : 5]

P6888

SEAT No. :

[Total No. of Pages : 2

[5860]-310

S.Y. M.B.A. (Semester - III)

**305MKT : SC-MKT-04 SALES & DISTRIBUTION
MANAGEMENT
(2019 Pattern)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) Explain the answers with appropriate examples wherever necessary.
- 2) All questions carry equal marks.
- 3) Draw diagrams wherever necessary.

Q1) Explain the role of Distribution channel in completing the cycle of marketing function.

OR

Discuss the role of 'Physical Distribution Mix' in the success or failure of a product launch.

Q2) Assume you are the sales manager of a premium chocolate manufacturing company, what will be the methods of Physical Distribution that you will adapt. in order to train & motivate your sales force?

OR

Discuss in detail the recruitment, selection & training session / process of sales force with proper examples.

Q3) Discuss the significance of "Reporting" in "Sales Control" with proper example.

OR

Discuss the role of "Sales Audit" in sales management with proper examples.

P.T.O.

Q4) Elaborate the concept of "Vertical Management System" (VMS) & "Horizontal Management System" (HMS).

OR

Explain the concept of "Franchising as a model of distribution" with suitable examples.

Q5) Discuss the "Retailing structure" along with its advantages & disadvantages.

OR

Explain in brief the concept of "Supply Chain Management" and Components of supply chain management.
