

Total No. of Questions : 5]

PC3046

[6380]-3010

S.Y.M.B.A.

SEAT No. : [ ]

[Total No. of Pages : 2

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Each questions carry equal marks.

**Q1) Answer Any Five (2 Marks each)**

**[5×2=10]**

- a) What are advantages of Franchiser in a franchise agreement?
- b) Define Sales Management.
- c) What is sales forecast?
- d) Enlist 04 - Traits of Successful Salesman.
- e) Define JIT.
- f) What do you understand by Sales audit?
- g) Mention any 04 objectives of Sales Management.
- h) Enlist any 02 roles of CIS.

**Q2) Solve any Two (5 Marks each)**

**[2×5=10]**

- a) What do you understand by sales quota? Explain various types of sales quotas in brief.
- b) What do you mean by Channel conflict? Explain its types.
- c) What are the different types of Retailers? Explain in brief.

**Q3) Solve any one**

**[10]**

- a) "Personal selling process for services is more challenging than that of goods." Evaluate this statement with suitable examples.

OR

- b) "Wholesalers play an important role in success of a distribution channel." Do you agree? Justify' your answer with suitable example.

**P.T.O.**

**Q4) Solve any one**

**[10]**

- a) Out of intensive, exclusive, and selective, which distribution strategies is the most apt for the following products and why?
- i) A brand of Chinese noodles
  - ii) A premium brand of Dishwasher

OR

- b) Discuss in detail the process of selection and recruitment of Channel partners in designing a distribution Channel for an organization manufacturing bakery product.

**Q5) Solve any one**

**[10]**

- a) Point out the need to establish Sales planning. What are the steps involved in Sales planning for a Firm doing business in consumer durables?

OR

- b) What are various components of logistics management. Which are the crucial warehousing and transportation decisions one needs to take for ensuring an efficient logistics management?

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S.Y. M.B.A.

**SC-MKT-04-305 MKT : SALES & DISTRIBUTION  
MANAGEMENT (Theory)  
(2019 Revised Pattern) (Semester - III)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

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

**Q1)** Attempt any - 05 questions (2 Marks each) -

**[10]**

- a) Mention any 04 functions of Sales Management.
- b) How are “Wholesalers” classified according to their functions?
- c) Mention various compensation methods for sales force.
- d) Explain the term “Sales Quotas”.
- e) What do you mean by levels of distribution channels?
- f) Define Vertical Marketing system.
- g) What are the advantages of Franchisee in a Franchise agreement?
- h) Mention the various types of Retailers.

**Q2)** Attempt any 02 questions (5 marks each) :

**[10]**

- a) Explain the possible careers in Sales Management available for a fresh MBA student in service industry.
- b) Which marketing distribution channel level would you prefer as a marketing manager for a premium brand of modular furniture? Explain.
- c) What factors will you consider during the selection and recruitment of channel partners for a product such as “Industrial Safety Shoes”?

**P.T.O.**



**Q3) Attempt any one question :**

**[10]**

- a) Explain the concept of Reverse Logistics. Explain with examples, how does it contribute to the concept of “recycling” & “sustainable development”?

OR

- b) What are various types of Sales Organisations? Which type is according to you the best option for an organisation selling pharmaceutical products? Why?

**Q4) Attempt any one question :**

**[10]**

- a) What do you understand by a “Channel Information System”? Which elements of channel Information system would you consider in the design of C.I.S. for a firm selling consumer electronic goods?

OR

- b) Analyse various practical applications of EOQ and JIT by taking an example of the Manufacturing Industry.

**Q5) Attempt any one question :**

**[10]**

- a) Design Distribution channel model for a ready-made garment manufacturer of industrial estate in Pune who wants to distribute the product in the Maharashtra State.

OR

- b) Design a format for :

- i) Daily Sales Call Report
- ii) Expired goods and breakage return Report

For a sales representative of FMCG food product selling organisation.

