

15 Jan 2024

Total No. of Questions : 5]

SEAT No. :

P-7906

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[6118]-3012

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"?

[10]

Q3) Attempt any one question :

- 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.



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PA-3659

[5946]-310

M.B.A.-II

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 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]

8 Aug 2023

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SEAT No. :

P-3772

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[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.

- 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.



Sep 2022

Total No. of Questions : 5]

SEAT No. :

P6888

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[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 "E-tailing structure" along with its advantages & disadvantages.

OR

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