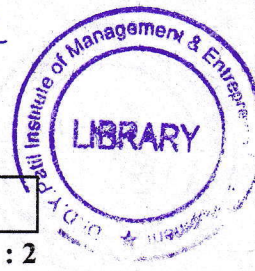


OCT/NOV-2022



Total No. of Questions : 5]

SEAT No. :

PA-3659

[Total No. of Pages : 2

[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 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 wholesaling. State the functions of wholesaling. [10]

OR

- b) Define 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]

