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P-3772

SEAT No. :

[Total No. of Pages : 3

[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.

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- 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.
