

Total No. of Questions : 5]

SEAT No. :

P-7906

[Total No. of Pages : 2

[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”?

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.

