Total No. of Questions : 5]	90	SEAT No.:	
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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:

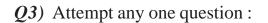
- 1) All questions are compulsory.
- 2) Figures to the right indicate full marks.
- Q1) Attempt any 05 questions (2 Marks each)

[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]

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.