

Total No. of Questions : 5]

SEAT No. :

PB-2083

[Total No. of Pages : 2

[6201]-310

M.B.A

**305 MKT (SC-04) : SALES AND DISTRIBUTION
MANAGEMENT**

(Revised 2019) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) *All questions are compulsory.*
- 2) *Figures to right indicates full marks.*

Q1) Solve any Five. (2 Marks each)

- a) Define the term 'Sales Management.' [2]
- b) What are the Components of Sales Force Compensation? [2]
- c) What is meant by 'Sales Controlling?' [2]
- d) List out any 04 Quantitative Sales Force Productivity Indicators. [2]
- e) Define the term 'Sales Quota.' [2]
- f) What do you mean by 'Sales Force Training?' [2]
- g) What are the Objectives of Sales Training Programs? [2]
- h) Define the term 'Sales Organization.' [2]

Q2) Solve any Two. (05 Marks each)

- a) Explain the Scope of Sales Budget. [5]
- b) Describe different types of Non-Monetary Sales Force Compensation modes. [5]
- c) Explain various factors adding value in Distribution Management. [5]

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Q3) Solve any One

- a) Distinguish between Traditional Selling and Relationship Selling. [10]

OR

- b) Differentiate between the Traditional Techniques of Inventory Management and Digital Techniques of Inventory Management. [10]

Q4) Solve any One

- a) As a Retail Store Manager; how will you promote a renowned branded product of your choice? [10]

OR

- b) As an Area Sales Manager; how will you Train the Sales Force for a Product of your choice? [10]

Q5) Solve any One

- a) Design suitable Distribution Channel for any F. M. C. G. for a product of your choice. [10]

OR

- b) Draft a Daily Sales Call Report and Order Booking Report for a consumer durable dealer. [10]

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