

Total No. of Questions : 5]

PD2714

SEAT No. :

[Total No. of Pages : 2

[6430]-50

S.Y. M.B.A.

305MKT- SC-MKT-04 : SALES & DISTRIBUTION MANAGEMENT

(Revised 2019 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) Solve any five questions. (2 marks each) :

[10]

- a) Explain the process of selling. What are the characteristics of a good seller?
- b) What is Sales Forecasting?
- c) State various types of distribution channels in sales & marketing.
- d) Explain the concept of sales force motivation.
- e) What is warehouse management?
- f) What do you understand by Sales Force Automation (SFA)?
- g) According to you, what are the duties of an ideal distribution manager?
- h) What is distribution management, and why is it essential?

P.T.O.

Q2) Solve any two questions. (5 Marks each): [10]

- a) Explain in brief selection and training the sales force with suitable example.
- b) Explain the differences between marketing and selling with suitable example.
- c) What is the impact of Technology on Sales Management? Explain in brief with suitable examples.

Q3) Solve any one question. [10]

- a) Explain the term sales planning & sales audit in detail with suitable example.

OR

- b) What do you understand by Channel Information System? How businesses can use the Channel Information System effectively for their advantage?

Q4) Solve any one question. [10]

- a) Explain “Vertical Marketing System (VMS)” & “Horizontal Marketing System (HMS)” with suitable real-life examples.

OR

- b) Define the term franchising. Explain the process of appointment of Franchisee with suitable example.

Q5) Solve any one question. [10]

- a) What do you understand by “Retailing?” Explain in brief various types of Retailers and Retailing Formats with the help of real life examples.

OR

- b) Explain the terms EOQ and JIT with their practical importance to the industries.

