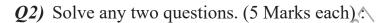
Total No.	of Questions : 5] SEAT No. :
PD271	4 [Total No. of Pages : 2
	S.Y. M.B.A.
305MK	T-SC-MKT-04: SALES & DISTRIBUTION MANAGEMENT
	(Revised 2019 Pattern) (Semester - III)
Time: 2½	Hours] [Max. Marks: 50
Instruction	ns to the candidates:
1)	All questions are compulsory.
2)	Figures to the right indicate full marks.
<b>Q1</b> ) Solv	ve any five questions. (2 marks each): [10]
,	
a)	Explain the process of selling. What are the characteristics of a good
	seller?
<b>b</b> )	What is Sales Forecasting?
b)	what is sales Polecasting!
c)	State various types of distribution channels in sales & marketing.
• )	State various types of distribution charmers 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.* 



[10]

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

## Q3) Solve any one question

[10]

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

OR

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

## **Q4)** Solve any one question.

[10]

Explain "Vertical Marketing System (VMS)" & "Horithntal Marketing System (HMS)" with suitable real-life examples.

OR

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

## **Q5)** Solve any one question.

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

+ + + Andrews Explain the terms EOQ and JIT with their practical importance to the industries.

