

**M.B.A. (GEN.) / M.B.A. (HR) / M.B.A. (IT) / Semester - IV (2012  
COURSE)(CHOICE BASED CREDIT SYSTEM)/ M.B.A. (FM)  
Semester - IV (2013 (CHOICE BASED CREDIT SYSTEM) :  
SUMMER - 2019**

**SUBJECT: ELECTIVE – VI: SALES & DISTRIBUTION MANAGEMENT  
(MM)**

Day : Thursday  
Date : 02/05/2019

**S-2019-2289**

Time 02.00 PM TO 05.00 PM  
Max. Marks: 100

**N.B.**

- 1) Attempt any **FOUR** questions from Section – I and any **TWO** questions from Section – II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both the sections should be written in **SAME** answer book.

**SECTION – I**

- Q.1** Discuss in detail the nature and importance of sales management for a business. (15)
- Q.2** How the buying situations of household consumers differ from those of business buyers? (15)
- Q.3** What is a sales budget? What are the purposes of sales budget? (15)
- Q.4** Under which circumstances is it worthwhile for a company to own its distribution channels? (15)
- Q.5** Write short note on any **Three** of the following: (15)
- a) Sales Planning
  - b) Distribution mix
  - c) Sales analysis
  - d) Sales process

**SECTION – II**

- Q.6** Assume that you are a regional sales manager of Bajaj Auto Ltd. Submit to the general manager (sales and marketing) sales force strategy and tactics to achieve an increase in sales volume by 20 percent in the next financial year. (make assumptions, if required) (20)
- Q.7** Assume that you are a sales manager and opening a new branch for which you intend to promote one of the existing salespersons as a branch manager. What criteria or qualities you would look for in selecting a person for the position of branch manager? (20)
- Q.8** Draw up the outline of a distribution strategy for a company selling electrical equipments. (20)

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