

CDOE
MASTER OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)
M.B.A. Sem - IV : WINTER :- 2021
SUBJECT: SALES & DISTRIBUTION MANAGEMENT

Day : Thursday
Date 17-02-2022

W-19154-2021

Time : 02:00 PM-05:00 PM
Max. Marks: 70

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 the **SAME** answer book.

SECTION – I

- Q.1** What is meant by sales territory? State and explain the methods of designing sales territories. (10)
- Q.2** Define sales management. Explain the nature and importance of sales management. (10)
- Q.3** What is need of sales quota? State the different types of sales quota. (10)
- Q.4** Briefly explain the meaning of channel of distribution? What are recent trends of channel of distribution? (10)
- Q.5** Write short notes on **ANY TWO**: (10)
- a) Sales training programmes
 - b) Channel conflict
 - c) Personal selling process
 - d) Sales force performance appraisal

SECTION – II

- Q.6** As a sales manager of a leading fast food service provider, you are facing following problems: (15)
- 1) Sales persons are not spending adequate time to develop new customers.
 - 2) They are not concentrating on profitable products to achieve their targets.
- Suggest compensation as well as motivational plan to resolve the problem effectively.
- Q.7** What is sales forecasting? Explain the different methods of sales forecasting in detail. (15)
- Q.8** Explain in detail role of wholesaler and retailer in distributing the goods to the ultimate customer. (15)