

CDOE
MASTER OF BUSINESS ADMINISTRATION (CBCS-2019 COURSE)
M.B.A. SEM - IV : WINTER :- 2021
SUBJECT: SALES & DISTRIBUTION MANAGEMENT

Day : Thursday
Date 17-02-2022

W-22041-2021

Time : 02:00 PM-05:00 PM
Max. Marks: 60

N.B.:

- 1) Answer ANY THREE questions from Section I. Each question carries 10 Marks
- 2) Answer ANY TWO questions from Section II. Each question carries 15 Marks.
- 3) Answers to Both the sections to be written in SEPARATE answer books.
- 4) Draw a labeled diagram WHEREVER necessary.

SECTION - I

Q.1) Answer the following: (10 Marks X 1 = 10 Marks)

What are the different methods of sales forecasting? Explain the managerial utility of such forecasting.

Q.2) Answer the following: (10 Marks X 1 = 10 Marks)

What is meant by sales territory? Explain how sales territory helps in ensuring effective coverage of the market.

Q.3) Answer the following: (10 Marks X 1 = 10 Marks)

Write an illustrative note on personal selling.

Q.4) Answer the following: (10 Marks X 1 = 10 Marks)

What are the different parameters used in performance appraisal of channel members?

Q.5) Write short notes on the following: Attempt ANY TWO (5 Marks X 2 = 10 Marks)

- a) Sales training methods
- b) Managing territorial coverage through routing of sales persons
- c) Role and functions of retailers.
- d) Types of channel conflicts.

SECTION - II

Q.6) Answer the following: (15 Marks X 1 = 15 Marks)

A dealer selling the tractors in your state, is in the process of setting sales quotas for his sales persons. Each sales person is assigned to a district so as to cover the market effectively. Explain the various methods that can be used him to set quotas for them.

Q.7) Answer the following: (15 Marks X 1 = 15 Marks)

As a Sales Manager of a leading telecom service provider, which parameters will you consider while evaluating the performances of salespersons? Illustrate the same in light of current business scenario.

Q.8) Answer the following: (15 Marks X 1 = 15 Marks)

Assume that you are a Sales Manager of growing tours and travels company who has started its operations recently in the state of Maharashtra. The company wants to increase its footprints in the regional market. Considering this suggest a suitable distribution mix for the said company. State your assumptions clearly, if any.
