

**MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)**  
**M.B.A Sem-IV :SUMMER- 2022**  
**SUBJECT : SALES & DISTRIBUTION MANAGEMENT & B2B**

Day : Wednesday  
Date : 8/6/2022

**S-22814-2022**

Time : 02:00 PM-04:00 PM  
Max. Marks : 50

**N.B.:**

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

**SECTION-I**

- Q.1** Give significance of sales management in business today. Describe the skills required by the modern sales manager. (10)
- Q.2** What is a Sales Budget? Give purpose of sales budget. (10)
- Q.3** What is sales territory? How should a sales manager assign sales people to territories? (10)
- Q.4** Explain briefly the steps involved in designing an effective compensation plan for the sales people. (10)
- Q.5** Write short notes on any **TWO** of the following: (10)
- a) Channel conflict
  - b) Difference between logistics and supply chain
  - c) Sales Quotas

**SECTION-II**

- Q.6** As a consultant to various types of organization, suggest alternative organization structure by taking into account the type of goods, company manufactures. (10)
- Q.7** What standards will you consider for evaluating the performance of your sales force on daily, weekly, monthly and yearly basis? What outcome do you expect from your sales force by setting the standards? Comment with suitable examples. (10)
- Q.8** As a consultant to FMCG company suggest alternate distribution strategy for improving efficiency in logistics management. (10)

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