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MASTER OF BUSINESS ADMINISTRATION (C.B.C.S.) (2016 COURSE)
M.B.A. Sem - IV : WINTER- 2022
SUBJECT : SALES & DISTRIBUTION MANAGEMENT

Day : Saturday

Time : 02:00 PM-05:00 PM

Date : 10/12/2022

W-15459-2022

Max. Marks : 60

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) Answers to both the sections should be written in **SEPARATE** answer book.
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SECTION-I

- Q.1** What are the different sources of recruitment used for hiring salespersons? (10)
Discuss the advantages and disadvantages of each source.
- Q.2** Write an illustrative note on Channel Conflicts. (10)
- Q.3** What is meant by sales territory? Explain how sales territory helps in ensuring (10)
effective coverage of a given market.
- Q.4** List the steps involved in personal selling. What are the essentials of (10)
successful approaching?
- Q.5** Write short notes on any **TWO** of the following: (10)
- a) Sales organization
 - b) Recent trends in Sales Management
 - c) Role and functions of a wholesaler
 - d) Sales quotas

SECTION -II

- Q.6** Assume that, you are a Regional Sales Manager of a leading telecom services (15)
for the rest of Maharashtra and Goa. The said company is experiencing steep
fall in its sales and profits due to the price war erupted in this market. You are
required to devise suitable sales strategies and tactics to resolve dwindling
sales and profits of the company.
- Q.7** You have been appointed as a Sales Manager of an automobile company who (15)
has launched an electric car in the Indian Market. What type of sales training
will you impart to salespersons so as to enable them to give their best efforts?
- Q.8** As a Sales Manager of a leading telecom services, you are facing following (15)
problems:
- i) Sales persons are not spending adequate time to develop new
customers.
 - ii) They are concentrating more on easy to sell product than profitable
products to achieve their target.
- Suggest compensation cum motivation plan to address this problem
effectively.

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