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

Day : Tuesday

Time : 10:00 AM-12:00 PM

Date : 13-12-2022

W-22814-2022

Max. Marks : 50

N.B.:

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

- Q.1** Describe personal selling process. What is the role of sales manager in today's business scenario? [10]
- Q.2** What is sales forecasting? Describe any two methods of sales forecasting. [10]
- Q.3** What is sales territory? Why is it necessary for companies to establish sales territory? [10]
- Q.4** What are the basic concepts of sales organization? Explain any one sales organization structure with suitable example. [10]
- Q.5** Write short notes on **ANY TWO** of the following: [10]
- a) Sales Quotas
 - b) Sales Audit
 - c) Sales Mangers' skills

SECTION – II

- Q.6** Assume you are a sales person selling electronic goods. How will you make presentation for selling electronic medical equipment to Hospital chain? [10]
- Q.7** Assume you are a branch manager of a company, which has recently introduced a sales quota system that is linked to the incentive scheme for the sales people. However, the sales people have complained about the frequent short supply of same products which have affected their quarterly incentive payments. As a branch manager what would you do? [10]
- Q.8** Suggest sales strategies for a courier company operating in the domestic market. Make suitable assumption if needed. [10]

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