PAPER ID-311699

Subject Code: RMBMK01

Roll No: | | | | | | | | | | | | | |

MBA

(SEM III) THEORY EXAMINATION 2020-21

SALES AND DISTRIBUTION MANAGEMENT

Time: 3 Hours ***Total Marks: 70***

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1. Attempt *all* questions in brief. 2 x 7 = 14

a.	Define sales.
b.	What are the objectives of sales management?
c.	Differentiate Recruitment and Selection.
d.	Discuss Sales Territory in brief.
e.	What do you mean by sales report?
f.	What do you mean by SCM.
g.	Differentiate Exclusive and selective distribution channel intensity.

SECTION B

2. Attempt any *three* of the following: 7 x 3 = 21

a.	You are the sales manager of an Insurance company and you want to expand your sales team, what will be your sources of recruitment.? What is the process of Recruitment of sales personal?
b.	What are the functions of sales organizations?
c.	Discuss the criteria's of measuring the Sales Performance.
d.	Longer the distribution channel greater the utilities. Discuss.
e.	Transportation mode has to be chosen wisely. Comment.

SECTION C

3. Attempt any *one* part of the following: 7 x 1 = 7

(a)	As a salesperson of an Ed-Tech company, generate the selling process. How would you increase the revenue for your company?
(b)	What is Sales Management? What are the core functions of Sales Management in an Organization?

4. Attempt any *one* part of the following: 7 x 1 = 7

(a)	Discuss the role of training in sales. Being the Sales Training Manager, what contents would you include in training.
(b)	What is Sales Organization. Discuss the basis of creating a SO in Computer hardware business.

5. Attempt any *one* part of the following: 7 x 1 = 7

(a)	You are appointed as Branch Marketing Manager of an apparel store, new branch at Lucknow. Prepare the Sales budget of the store including all the expenses.
(b)	Differentiate qualitative and quantitate method of sales forecasting with examples.

6. Attempt any *one* part of the following: 7 x 1 = 7

(a)	The new key element to succeed in competition is to manage your Reverse logistics. Discus the concept with examples from consumer durable goods industry.
(b)	Being the supply chain head of a milk product company you have to deal with 200 distributors in your zone. What type of conflict can arise between the agents and how will you manage those? Discuss.

7. Attempt any *one* part of the following: 7 x 1 = 7

(a)	Being the channel management manager of any biscuit company, what key performance indicator will you look for choosing your distribution channel?
(b)	Discuss the key concept of Distribution management with the help of example from FMCG industry.