

Total No. of Questions : 5]

SEAT No. :

P3821

[4870] -4003

[Total No. of Pages : 2

M.B.A.

MARKETING (Specialisation)

404: Sales & Distribution Management

(2013 Pattern) (Semester-IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each question has an internal option.*
- 3) *Each question carries 10 marks.*
- 4) *Support your answer with suitable example.*
- 5) *Your Answer should be specific & to the point.*

Q1) a) What is sales Management? Explain nature, scope & objectives of sales management. **[10]**

OR

b) Explain different types of channel conflict. How to resolve channel conflict?

Q2) a) What is sales organisation? Explain different types of sales organisational structure. **[10]**

OR

b) Matrix is FMCG company. Most of the sales persons have not achieved sales target last quarter. You have been appointed as a salesmanager, how will you train & motivate to improve the performance of sales force.

(Make necessary Assumptions)

Q3) a) Write short Notes (Any 2) **[10]**

- i) Sales forecasting.
- ii) Sales Quota.
- iii) E- commerce.

OR

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- b) What is do you mean by sales control? Explain various methods of sales control.

Q4) a) Explain the term wholsalers. What are the different types of wholsalers. [10]

OR

- b) Explain the concept of 'Franchisee' in detail. What is the process of appointing Franchisee.

Q5) a) Define 'Retailing'. Describe different formats of organised retailing in detail. [10]

OR

- b) Discuss the role of Advertising & Sales promotion in retailing giving suitable examples.

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