

Roll No.

Total No. of Questions : 13]

[Total No. of Printed Pages : 3

DY-300

(M.B.A. Plain/M.B.A. Mkt./Mkt. Mgt./Mkt. &

Sales Mgt.) (F.T.) IVth Semester

(Reg./Ex./ATKT) Examination, 2023

Sales and Distribution Management

Paper - FMM-7/FMS-7/MMM-7

Time : 3 Hours]

[Maximum Marks : 80

Note :- Attempt all the questions.

SECTION - 'A'

Short Answer Type Questions 4×8=32

Note :- Attempt any four questions. Each questions carries 8 marks.

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(1)

P.T.O.

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1. What is sales management, how does the sales team prospect the customers ?
2. Discuss the criteria for the selection for sales persons for the marketing company having the ice cream product range.
3. Discuss in detail the selection and requirement process for the sales team of a shoes manufacturing company.
4. Why training is required for the sales persons, discuss few methods of the sales persons training ?
5. What is inventory management, on what basis the inventory is decided in a company explain in detail ?
6. What is sales quota, how a company decides about the sales quotas for the sales persons ?
7. What is channel dynamics, how would channel dynamics affect a company having the business of perishable products ?
8. What is sales evaluation program, on what basis the sales person being evaluated, explain with some examples in Indian context ?

SECTION - 'B'

Long Answer Type Questions 3×16=48

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Note :- Attempt any three questions. Each questions carry 16 marks.

9. Define Logistics, why logistics is so critical for any sales company. discuss the component of logistics for a company in Indian context. .
10. What is compensation, what types of compensation plan a company can have for the sales persons of a company having the apparels stores for Men's.
11. What is a sales territory, discuss various types of territories, as a manager of a company how would you design the territory to cover the Madhya Pradesh by the sales persons.
12. How does the information system on channel management works, explain it assuming one Indian FMCG company ?
13. How a company can assess the performance of its marketing channels, explain with some relevant and recent examples ?
