

Your Roll No.....

Department of Management
MBA Semester III Examination (2023)
MBA-GE-MM-02
Sales and Distribution Management

Time: 3 Hrs

Maximum

marks: 75

Attempt any FIVE questions. Each question carries equal marks (15).

Q1. Why has supply chain management become so important nowadays? What are its underlying principles? Briefly elaborate the elements

Q2. What is the difference between seller oriented and buyer oriented theories of selling? Which theory of selling is applicable if you have to sell an induction cooker to a young executive working for a retail chain?

Q3. (a) Personal selling is a two way communication best suited to a company marketing consumer product with a poor brand loyalty. Discuss.

b) How would you handle these objections while making a sales presentation?

- i. Your product quality is not good
- ii. The price is not competitive.
- iii No after sales service

Q4. . How has the roles and responsibilities of sales manager changed in the digital age? Define the objectives a sales manager has to pursue in different quadrants of product-market grid, with suitable examples.

Q5. Write short notes on any THREE (5X3=15)

- a) Geographical Sales Structure
- b) Activity Based Sales Quota
- c) MAD Buyer
- d) Workload method
- e) Push vs Pull Strategy
- f) Reasons for not reaching Sales target

Q6. What is the purpose of sales organization? What considerations should be taken while designing it?

Q7. What guidelines should be followed by a sales manager to ensure forecasting accuracy? Compare top down and bottom up approaches to forecasting. For a mature industry which forecasting method would be suitable?

Q8. What are the considerations taken by a company while designing distribution channels? What is channel conflict? How can it be resolved?