Your Roll No..................

Department of Management
MBA Semester III Examination (2024)
MBA(I)-GE-MM-02
Sales and Distribution Management

Time: 3 Hrs **Maximum marks: 75**

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

Q1. How does a salesperson generate leads? Has technology enabled lead generation? What are the reasons for not reaching Sales Goals? Explain with suitable examples.

Q2. Sales situations are diverse. With reference to the classification given by McCurry and Arnold, describe the different situations with suitable examples.

Q3. Describe the different steps of selling in the case of selling a housing plan for senior citizens

Q4. Citing suitable examples describe how companies set sales targets in the case of different quadrants of the product-market grid.

Q5. How is demand forecasted? Does demand forecasting depends upon a company's tenure in the market? Explain.

Q6. How can a good Supply Chain Management Architecture, help a company in getting cost leadership? Describe the essential components of SCM.

Q7. a) What are sales structures? Why different structures are required in different situations?

b) Calculate the number of sales force required considering that a salesperson has five weeks off in a year and apart from four sales call per day and three days out in a week, he spends 35% of his time in promotional activities and customer care services in the case of following situation;

Category of Account	Number of Accounts	Calls/year
A	20	35
B	35	20
C	67	15
D	114	10

Q8. What are the assumptions made by selling theories? Which selling theory will be more suitable for selling a health (fitness and diet) plan for the Generation Z? Justify citing relevant examples.