

Department of Management
School of Management and Business Studies
Jamia Hamdard
MBA III Semester Examination - December 2025"

Subject Name: Sales and Distribution Management

Max. Marks: 60

Subject Code: MBA-GE-MM-02

Time: 2.5 Hours

Attempt any Five Questions. All questions carry equal marks (5 x 12 = 60)

Q1: How is the buying situation of household consumer different from those of business buyers? How the knowledge of sales related marketing policies is helpful to the salesperson in performing their jobs effectively? Describe with examples how an "order taker" sales position is different from an "order getter"

Q2: Suppose you are faced with the following problems as a sales manager

- i) Salespeople are not spending adequate time to develop new customers and
- ii) Salespeople are selling profitable products less than non-profitable and easy to sell products to achieve their sales volume quotas.

Suggest a compensation plan to solve these problems

Q3: Consumer goods are classified into three categories. Take an example from each category and rationalize the use of appropriate selling theory.

Q4 Describe the different steps of selling in the case of selling a housing plan for senior citizens

Q5: How can a good Supply Chain Management Architecture, help a company in getting cost leadership? Describe the essential components of SCM.

Q6: How is demand forecasted? Does demand forecasting depends upon a company's tenure in the market? Explain.

Q7: Citing suitable examples describe how companies set sales targets in the case of different quadrants of the product-market grid.

Q8: Assume you are a regional sales manager of TVS Motor Company, and you are asked by your General Manager (Sales and marketing) to submit your salesforce strategy and tactics to achieve an increase in sales volume by 20 percent for the next financial year. Make suitable assumptions wherever necessary.