

M.B.A. (Semester-III) Examination
SALES & DISTRIBUTION MANAGEMENT
Paper—MBA/3202/M

Time : Three Hours]

[Maximum Marks : 70

Note :— (1) All questions are compulsory.
(2) Figures to the right indicate marks.

SECTION—A

1. (a) How important is AIDA's theory in personal selling ? What is Buying formula of theory of selling ? 14

OR

- (b) Explain the sales function in detail and its policies. 14

SECTION—B

2. (a) What are the various importance of sales forecasting ? 7
(b) For Metro city like Bangalore what market factor should be considered for estimating the market potential of following :
(i) Health Care services
(ii) Hotel Industry. 7

OR

- (c) What do you understand by Sales Quotas ? What are the objectives of it ? 7
(d) You are planning to launch digital fitness brand in a city like Amravati. What factors will you consider for estimating the demand ? 7
3. (a) What is Sales training ? Also state the types of sales training. 7
(b) Consider yourself as Sales Manager and you have been given a task to train a sales person who is low performer and whose morale is down because he did not get expected promotion. How you will plan for training for such employee ? 7

OR

- (c) Explain the motivation technique for sales person. 7
(d) Ajay a Sales Executive at Necta and Sons Ltd. has been assigned Amravati as a sales territory. The Company has various branches throughout the territory. You are required to guide Ajay as to which territory he should target and why ? 7

SECTION—C

4. (a) Discuss the Role of distribution as a marketing mix. 7
(b) Explain the various ways of managing channel conflicts. 7

OR

- (c) What are the major elements which determine the distribution cost ? 7
(d) Explain the major functions performed by the wholesaler in FMCG sector. 7

SECTION—D

5. Jagmohan Tapdiya owns a departmental store at prime location in Nagpur city area. He had spent quite an amount to buy the property and furnish it to match the requirement of the customers. He comes from a family that own a Kirana Store and his grandfather and father both had worked hard to develop its business.

This departmental store was their dream project and they had invested a lot even by taking loans from their banks. Initially the departmental store was doing extremely well and they were satisfied with the business but, lately they had seen that the business was going down. After due research they had found the main reason that has resulted in the downfall was that people had now started to buy products online and its was common to all other departmental stores.

- (i) Suggest a remedy to Shri Jagmohan that can help him overcome this hurdle. 7
(ii) Can direct sales and distribution overcome retail sales in the future ? 7