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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA

SEM: IV - THEORY EXAMINATION (2024 - 2025)

Subject: Sales and Distribution Management

Time: 3 Hours

Max. Marks: 100

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of three Sections -A, B, & C. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.

2. Maximum marks for each question are indicated on right -hand side of each question.

3. Illustrate your answers with neat sketches wherever necessary.

4. Assume suitable data if necessary.

5. Preferably, write the answers in sequential order.

6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION-A

20

1. Attempt all parts:-

1-a. _____ is a term used to describe the activities that lead to the selling of goods or services. (CO1, K1) 1

- (a) Sales
- (b) Personal Selling
- (c) Sales Management
- (d) Salesmanship

1-b. Sales management achieves sales objectives through _____. (CO1, K2) 1

- (a) Personal selling strategy
- (b) Interpersonal selling strategy
- (c) Selling strategy
- (d) None of the above

1-c. _____ is an internal source of recruiting salesmen. (CO2, K2) 1

- (a) Recommendation of existing staff
- (b) Special recruitment agencies
- (c) Private training institutes
- (d) Colleges and academic institutes

1-d. Salesman is given the opportunity of observing and performing the selling job of a typical salesman in _____. (CO2, K2) 1

- (a) conferences

- (b) on the job sales training
 - (c) management games
 - (d) T group training
- 1-e. The quantitative methods of salesforce appraisal include: (CO3, K2) 1
- (a) Merit rating
 - (b) customer's opinion
 - (c) Analysis of sales records and reports
 - (d) personal observation
- 1-f. The target set for a fixed period for any sales executive is called as _____.(CO3, K1) 1
- (a) Sales territory
 - (b) activity quota
 - (c) Sales margin
 - (d) Sales quota
- 1-g. Reverse logistics involves _____. (CO4, K2) 1
- (a) Manufacturer to retailer
 - (b) All of the above
 - (c) Forward shipping
 - (d) Return of defective goods
- 1-h. Example of vertical marketing system is _____. (CO4, K2) 1
- (a) Independent wholesalers
 - (b) Franchise conflict
 - (c) Amazon control
 - (d) Manufacturer-retailer conflict
- 1-i. This type of wholesaler provides full services including stocking, sales, and credit. (CO5, K2) 1
- (a) Brokers
 - (b) Drop shippers
 - (c) Retailers
 - (d) Merchant wholesalers
- 1-j. _____ is NOT a modern retail trend. (CO5, K2) 1
- (a) Omnichannel marketing
 - (b) Augmented reality
 - (c) Limited physical interaction
 - (d) Sustainable sourcing

2. Attempt all parts:-

- 2.a. Give the importance of handling queries in the process of selling. (CO1, K2) 2
- 2.b. Highlight the need for sales training. (CO2, K2) 2

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|------|---|---|
| 2.c. | Write any 2 characteristics of sales territory. (CO3, K2) | 2 |
| 2.d. | Explain the concept of 3 PL. (CO4, K2) | 2 |
| 2.e. | Depict the levels in a simple distribution channel. (CO5, K2) | 2 |

SECTION-B

30

3. Answer any five of the following:-

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|------|--|---|
| 3-a. | Differentiate among selling, salesmanship and sales management on the basis of reach, coverage and scope. (CO1, K4) | 6 |
| 3-b. | Compare front line salesmen and sales support salesmen stating their types and examples. (CO1, K3) | 6 |
| 3-c. | Critically analyze the roles and functions of Salesperson. (CO2, K4) | 6 |
| 3-d. | A sales organisation can be built on different structures. Depict different types of Sales organizations with the help of diagram. (CO2, K3) | 6 |
| 3.e. | Design a compensation plan highlighting the important components. (CO3, K6) | 6 |
| 3.f. | Compare any two models used for evaluating the profitability of marketing channel members. (CO4, K4) | 6 |
| 3.g. | Depict the different types of Wholesalers with examples. (CO5, K2) | 6 |

SECTION-C

50

4. Answer any one of the following:-

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|------|---|----|
| 4-a. | Being the HR Manager in a company selling electronics, describe the qualities you will look for in a salesperson. Suggest the selection procedure for the same. (CO1, K3) | 10 |
| 4-b. | Discuss the right set of circumstances theory of selling giving suitable examples. (CO1, K2) | 10 |

5. Answer any one of the following:-

- | | | |
|------|---|----|
| 5-a. | You are a large publishing house, publishing scientific and technical books for a nationwide customer base. Explain type of field sales organisation you would design. Give suitable reasons. (CO2, K3) | 10 |
| 5-b. | Explain the various methods of sales training, their suitability and advantages with the help of examples. (CO2, K2) | 10 |

6. Answer any one of the following:-

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|------|--|----|
| 6-a. | You are planning to diversify into clothing. Explain the method you will choose to forecast the sales for your new outlet. Give reasons. (CO3, K3) | 10 |
| 6-b. | Explain the importance of monitoring the performance of salesforce and evaluate the methods used for the same. (CO3, K5) | 10 |

7. Answer any one of the following:-

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|------|--|----|
| 7-a. | Zappy Electronics uses multiple channels to distribute its products: retail stores, e-commerce websites, and direct sales. However, conflicts have arisen between their online and offline partners due to pricing differences. Q1. What kind of channel conflict is this? | 10 |
|------|--|----|

Q2. Recommend two ways to resolve such multichannel conflicts. (CO4, K3)

7-b. Discuss the role of warehousing, transportation, and inventory management in an integrated logistics system. (CO4, K2) 10

8. Answer any one of the following:-

8-a. Explain the concept of Retailing and its importance to consumers and other channel members. (CO5, K2) 10

8-b. An e-wholesaling platform connects FMCG manufacturers directly with Kirana stores using a mobile app. It eliminates intermediaries and offers credit facilities to retailers. What are the key benefits of this e-wholesaling model for small retailers? What challenges could arise for traditional wholesalers? (CO5, K3) 10

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